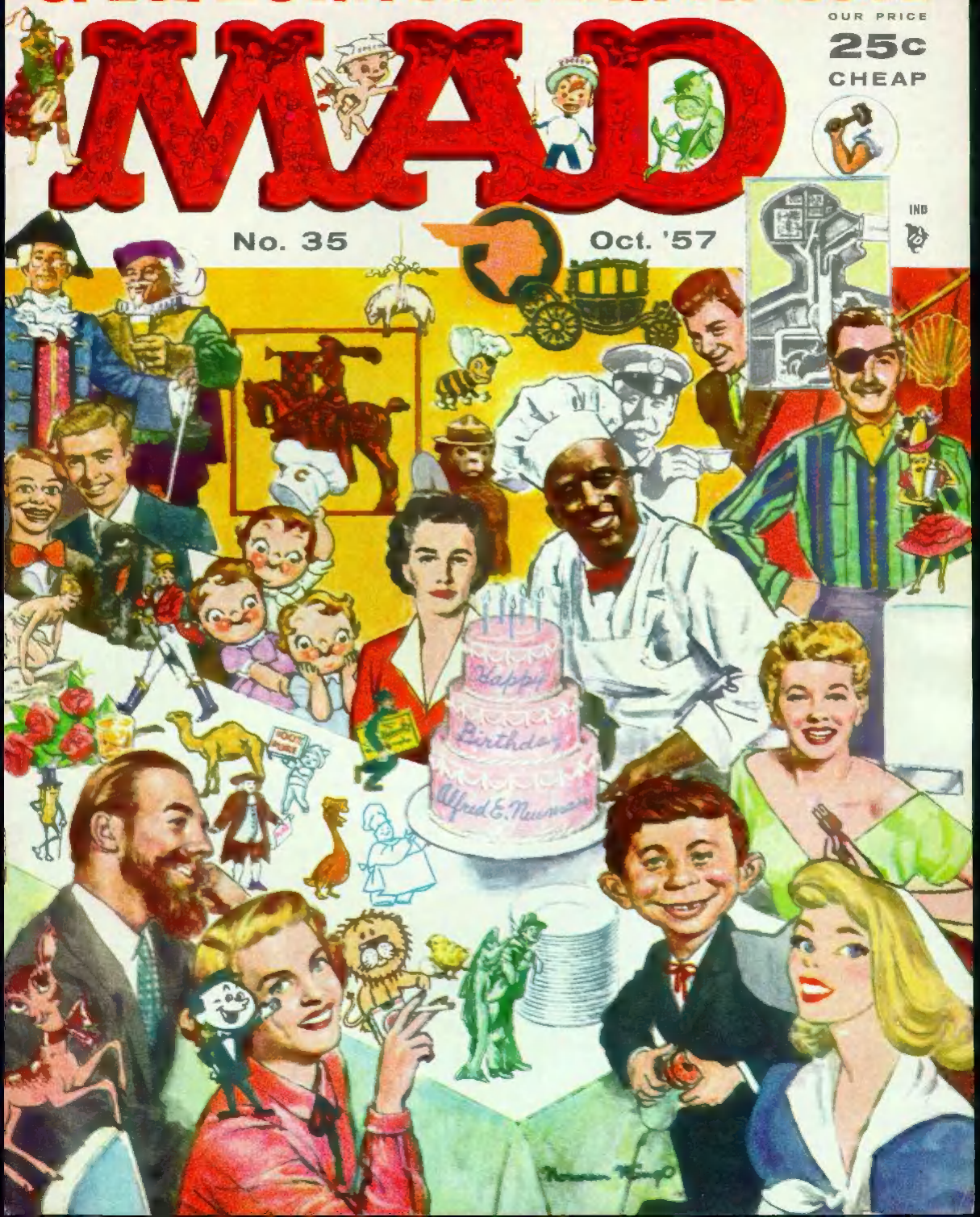
SPECIAL 5TH ANNIVERSARY ISSUE

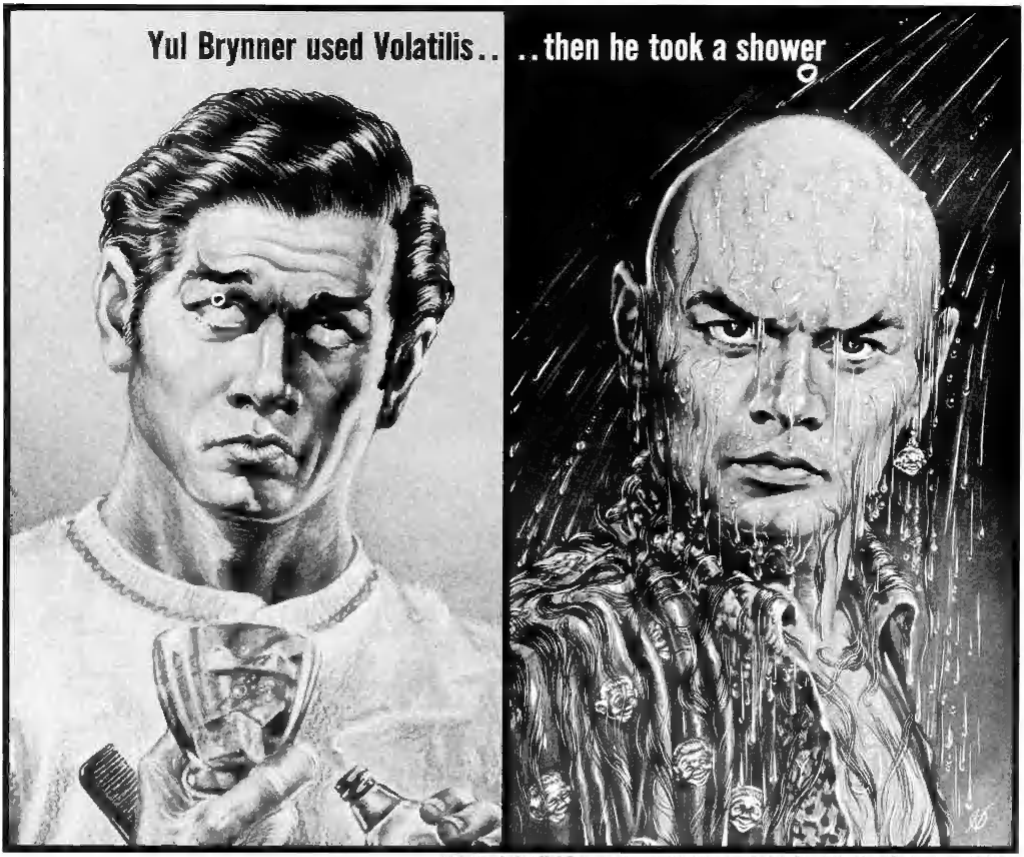
MAD

OUR PRICE
25c
CHEAP

IND

No. 35 Oct. '57





Volatilis helps Yul Brynner in movies too, as bald head artistically reflects studio lights.*

New painless way to lose your hair in one day

"I used everything trying to break in on Broadway," says Academy Award-winner Yul Brynner, "until I was ready to tear my hair out. Then I tried Volatilis with V-17. And that tore out my hair *for* me. You know the rest of the story. Volatilis started me on the road toward winning The Oscar . . . and incidentally made me *look* exactly like it! So next time you're ready to tear your hair out, try Volatilis with V-17. It does the job *for* you!"

It's that simple. Volatilis makes dry unruly hair easy to manage by getting rid of the stuff altogether! Yet you never have that angry-red, billiard-ball look, because Volatilis combines ground Axolotls and Gasoline with V-17, the new *painless* hair-removing discovery.

Try Volatilis with V-17 today. You'll blow your top!

*He's under contract to Brunswick-Balke-Collender Co.

New VOLATILIS Hair Remover with V-17

ANOTHER FINE PRODUCT OF BRISTOL-MYERS

NUMBER 35 OCTOBER 1957

MAD

"Only when a juggler misses catching his ball does he appeal to me."
Kahlil Gibran (1883-1931)

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein
ART DIRECTOR: John Putnam **CONTINUITY:** Jerry De Fuccio **IDEAS:** Nick Megliola
CONTRIBUTING ARTISTS: Wallace Wood Bob Clarke Norman Mingo Don Martin George Woodbridge Frank Kelly Freas David Berg Joe Orlando Mort Drucker Reed Crandall **CONTRIBUTING WRITERS:** Bob and Ray Tom Lehrer Frank Jacobs Paul Laikin Albert Meglin Paul Krassner Alfred E. Neuman
SUBSCRIPTIONS: Gloria Orlando **LAW SUITS:** Martin Scheiman, Esq.
PUBLISHER'S WIFE: Nancy Gaines
WHISTLING-IN-THE-DARK EDITOR: William B. Williams

DEPARTMENTS

ASK THE MAN WHO OWNS ONE DEPARTMENT
Cars To Match Careers 2
BACK OF THE RACK DEPARTMENT
Future Specialized Magazines 41
BOB AND RAY DEPARTMENT
House To House 36
DAVY JONES' LOCKER DEPARTMENT
The Seaside Incident 39
DOUBLE EXPOSURE DEPARTMENT
How To Crop A Photo 19
HOLLYWOOD DEPARTMENT
More "Scenes We'd Like To See" 29, 44
HOW NOW CHARRED COW DEPARTMENT
Backyard Barbecue 9
KEEP YOUR EYES ON YOUR OWN PAPER DEPARTMENT
MAD's College Entrance Exam 26
LETTERS DEPARTMENT
Random Samplings of Reader Mail 4
LISTEN, THEY'RE PLAYING OUR SONG DEPARTMENT
Suggested Theme Songs For Some Famous Folks . . . . . **
ONCE-UPON-A-TIME DEPARTMENT
"Sin-Doll Ella" by Tennessee Williamsburg 45
RUSH MONEY ORDER TODAY DEPARTMENT
If Comic Strip Characters Answered Those Little Ads 6
SOFT-SELL ADVERTISING DEPARTMENT
Another "Future TV Ad" 17
TELL-TALE STAIN DEPARTMENT
MAD Beats The Heat 12
THE OLD SKIN GAME DEPARTMENT
How To Read Your Palm 29
THERE'S MANY A SLIP TWIXT DEPARTMENT
MAD Eating Utensils 32
TOM LEHRER DEPARTMENT
The Hunting Song 14
TWINKLE TWINKLE DEPARTMENT
MAD's Up To Date Sky 22

**Various Places Around The Magazine

MAD—September-October 1957, Vol. 1, No. 35, is published bi-monthly by E.C. Publications, Inc., at 225 Lafayette Street, New York 12, New York. Entered as second-class matter at the Post Office at New York, N.Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Entire contents copyrighted 1957 by E.C. Publications, Inc. The publisher and editors will not be responsible for unsolicited manuscripts and request all manuscripts be accompanied by a stamped, self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in United States of America.

VITAL FEATURES

THOSE LITTLE ADS 6

Here's what would happen if comic strip characters answered those little ads and got the promised results, which is unlikely.

BACKYARD BARBECUE 9

MAD looks at one phase of this modern trend toward outdoor living, backyard barbecuing, and then decides it isn't hungry.

THE HUNTING SONG 14

Tom Lehrer's rousing song about those glorious days in the fall, when we can go out and kill anything that crosses our gunsight.

MAD'S UP TO DATE SKY 22

MAD brings the sky up to date with modern constellations replacing ancient constellations which were all Greek to us anyhow.

HOW TO READ YOUR PALM 29

Follow the directions in this article and you'll be able to tell your future from your palm, providing you wash away your past.

MAD EATING UTENSILS 32

Your Editors attempt to make eating utensils more practical, a rough task, considering your Editors never eat with utensils.

HOUSE TO HOUSE 36

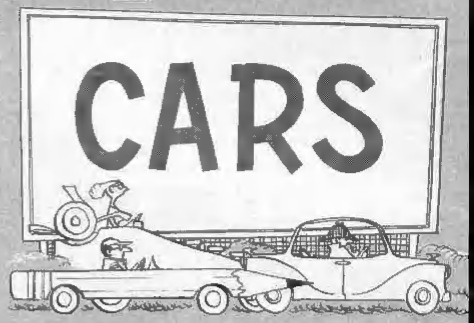
Bob and Ray's take-off on that famous interview program nearly killed us. We understand the payment we sent nearly killed them.

SIN-DOLL ELLA 45

One more version of that overworked old fairy tale, Cinderella, this one written especially for **MAD** by Tennessee Williamsburg.

ASK THE MAN WHO OWNS ONE DEPT.

Never before in automotive history have American cars been as long, as low, as wide, and as expensive as they are today. Never before have American cars had more horsepower, more taillights, more headlights, more grillwork, and more financing. But mainly, never before have American cars looked so much alike. Yes, every clod on the road is driving a car that follows the same basic design as every other clod's. There's no individuality. There's no character. Since we here at MAD are individual characters, we protest! See here, Detroit! We're sick and tired of conforming to your dull automotive designs! We want individually designed cars! Cars with character! Cars that tell something about their drivers! Like f'rinstance . . .



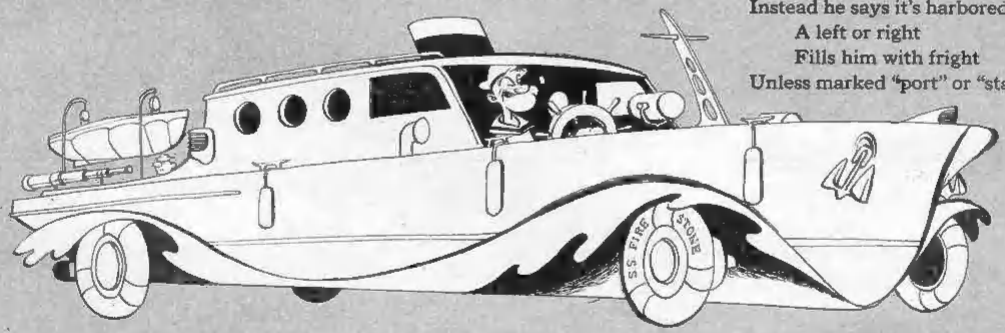
PICTURES BY BOB CLARKE

The Banker's Car

The banker's car is lined with gold
Which some folks call pure snobbery;
On pleasure trips
He's in the chips
Unless there's highway robbery.

The Sailor's Car

The sailor never parks his car;
Instead he says it's harbored.
A left or right
Fills him with fright
Unless marked "port" or "starboard".

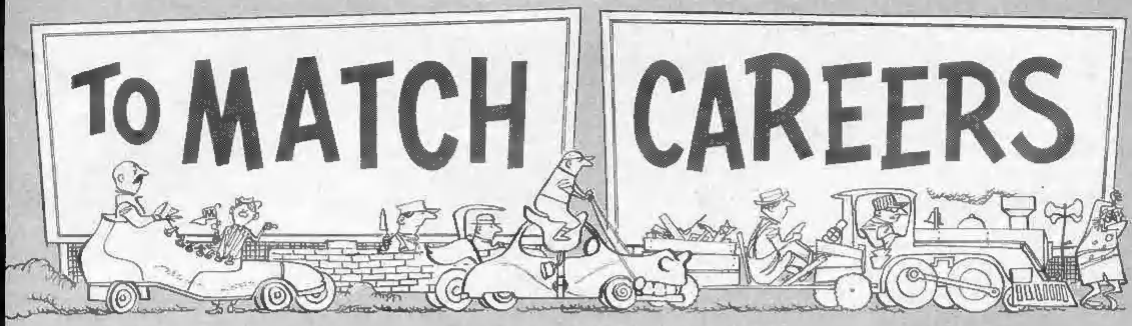


The Playboy's Car

The playboy drives the finest car
That papa can provide him;
It's guaranteed
And built for speed
As is the blonde beside him.

"Guess I'll Have To Change My Plans"—Frank Lloyd Wright

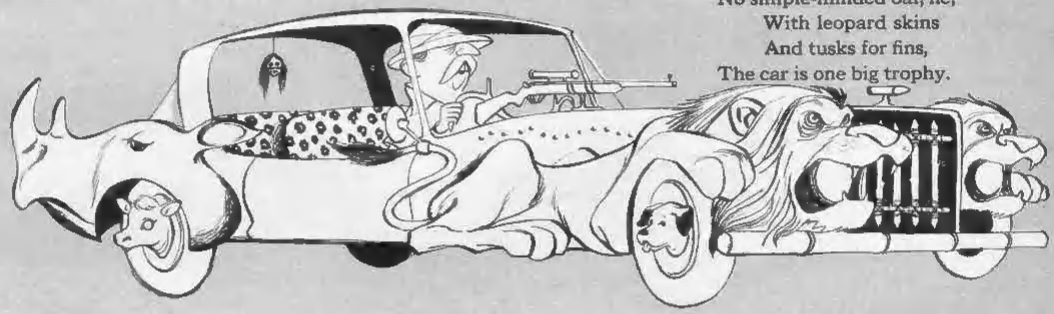
TO MATCH CAREERS



VERSE BY FRANK JACOBS

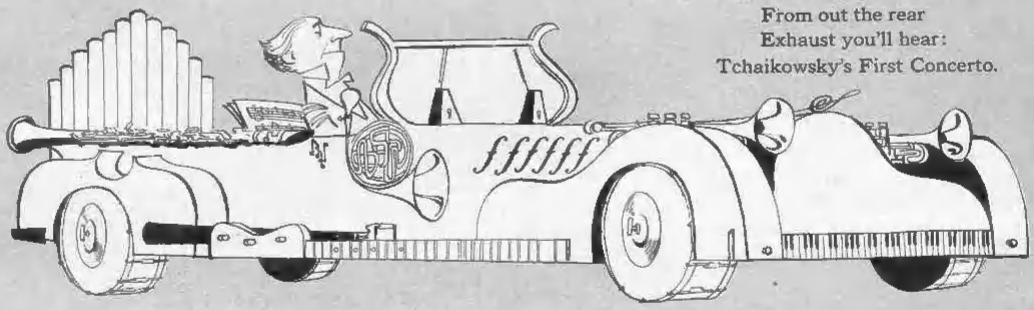
The Hunter's Car

The hunter rides in splendid style,
No simple-minded oaf, he;
With leopard skins
And tusks for fins,
The car is one big trophy.



The Musician's Car

Musicians ride in 4/4 time
And when they push down their toe,
From out the rear
Exhaust you'll hear:
Tchaikowsky's First Concerto.



The Plumber's Car

The plumber's car is practical
And more than just a satire;
Though nuts and bolts
May cause some jolts,
There'll never be a flat tire.

PROMISE HER

ANYTHING . . .

BUT GIVE HER

MAD

POCKET-SIZED

BOOKS!

1

2

3

4

1. THE MAD READER . . .
. . . will soften her **glance.**

2. MAD STRIKES BACK...
. . . will soften her **words.**

3. INSIDE MAD . . .
. . . will soften her **heart.**

4. UTTERLY MAD . . .
. . . will soften her **mind!**

THEN YOU'LL BE RID OF HER!

MAD POCKET DEPARTMENT
225 Lafayette Street
New York 12, N. Y.

I've promised her everything! Quick! Send me the book(s) I've checked below:

No. 1 The MAD Reader..... ☐
No. 2 MAD Strikes Back..... ☐
No. 3 Inside MAD..... ☐
No. 4 Utterly MAD..... ☐

I enclose:
40¢ for one..... ☐
75¢ for two..... ☐
$1.00 for three..... ☐
$1.25 for four..... ☐

NAME _____

ADDRESS _____

CITY _____ ZONE ____ STATE ____

CASHMERE BOOTIES

In "The Mad Dog's Shopping Guide", under "Cashmere Booties", you say, "made from Orlon". Can you please tell me how cashmere can be made from Orlon?

Peter Silver
Westport, Conn.

Made From Orlon?

It so happens, cashmere comes from a goat, and Orlon is a synthetic fiber. How can cashmere be made from Orlon?

Akki
Pittsburgh, Pa.

It so happens Orlon is *name* of goat these cashmere booties are made from!—Ed.

COATS OF ARMS

Be kind to your poor ignorant readers. Explain the significance of the rabbit in the refrigerator in Betty Furness's coat of arms.

Mary Frankhauser
Urbana, Ill.

Why The Rabbit?

I give up. What's the rabbit doing in the refrigerator?

James McCloskey
No Address Given

Seems that Mary and Jimmy haven't heard about the lady who opened her refrigerator, saw a rabbit inside, and exclaimed, "What are you doing in my Westinghouse?" And the rabbit answered, "What ewlse? I'm westing!"—Ed.

WEDDING ALBUM

Of all the utter trash I have ever read, your "Wedding Album" was without a doubt the worst. It may provide the morons who purchase your magazine with some entertainment, but think of those young lovers who eagerly await the day they too may enter the ranks of the happily married. Think what it does to them. Marriage is a wonderful thing!

Tommy Manville
Rochelle Pk., N. J.

BASEBALL

Your article on baseball was great. We're glad that one magazine has the courage to print the truth about this national shame.

Ed Brown
Elroy (Crazy Legs) Hirsch
Otto Graham
Jackie Hyatt

Simmer down, boys! Dr. Werthless's next article is entitled "Violence, Murder, and Football".—Ed.

Referring to your article "Baseball is Ruining Our Children", you show a picture of Ted Williams at bat. I suggest that your Sports Editor be replaced. You've got Williams, who is left handed, grasping the bat as a right-hander would. He could break his wrists like that!

G. Robidoux
Manville, R. I.

Could Break Wrists?

You've got Ted Williams batting cross-handed. You' know, he can break his wrists that way!

Bob Leamen
Winnapeg, Canada

Picture in article is *not* Ted Williams of Major League fame. Picture is of Ted "Cross-Hands" Williams, star pinch-hitter of Miltown Munchers, Class D League, who *always* bats that way, and breaks his wrists whenever he does! They don't use him much!—Ed.

NOW! IN FULL COLOR

"WHAT—ME WORRY?" kid reproductions in *full color*, suitable for framing and patching colored wall paper are now available for 25c. Mail money to: Dept. "What—COLOR?", c/o MAD, Rm. 706, 225 Lafayette St., N. Y. 12, N. Y.

LETTERS DEPT.

BOB AND RAY

We here at Warner Robins Jr. High thoroughly enjoyed your latest issue of MAD, especially the Bob & Ray Department. We all thought "Mr. Science" was great, and we want more.

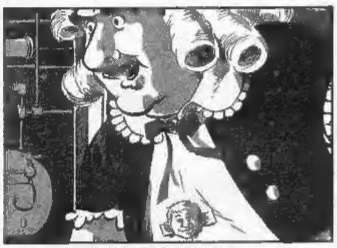
Robert C. Whittle
Warner Robbins, Ga.

Your "Mr. Science" article was one of the funniest you've ever printed. Drawings and dialogue were tops.

Alexander W. Wilde
Wauwatosa, Wisc.

In the first panel of "Mr. Science", little Jimmy is wearing a Mad Tie Pin, BUT NO TIE! Who flipped their furshlugginer potrzebie into their axolotl?

John T. Jensen
Oroville, California



Pin With No Tie?

You flipped, John! Please note that little Jimmy is wearing a bow tie, so his Mad Tie Pin is perfectly proper!—Ed.

RICKSHAW

It seems that the driver of the rickshaw in Orson Bean's "Two Chinese Fellas" routine forgot to put spokes in his wheels. Somebody ought to tell him he's holding the whole thing up himself.

Pete Heylin
Jenkintown, Penna.

No Spokes?

Whassa holdin' up tha' rickshaw on page 35? HUH?

Levi Tashun
Washington, D. C.

Artist Wood informs those interested that wheels of rickshaw are clear plastic.—Ed.

MAD JEWELRY

Because I liked the bracelet so much, and it turned out to look so much better than the picture, I am sending you this second order . . .

Lorraine Mills
Chicago, Ill.

Oh, you mad, clever, money-hungry people! Who's covering up? I ordered a "What—me worry?" key chain and it actually turned out to be a well-made piece of jewelry, really worth the two bucks!

Carl Klein
Ann Arbor, Mich.

—Ed.

T.V. GUISE

Hey! What's with you guys!? In your "TV Guise" article, you have the date as June 31. Didn't you guys go to school? Remember the little rhyme: *30 days has September, May, October, and December* . . . er . . . *February* . . . ah . . .

Charlie Kent
Shaker Heights, Ohio

The little rhyme we remember went:

Thirty days has Septober,
April, June, and no wonder!
All the rest have Peanut Butter,
Except my Grandmother!
She has a little red tricycle!

—Ed.

COOL PICTURE

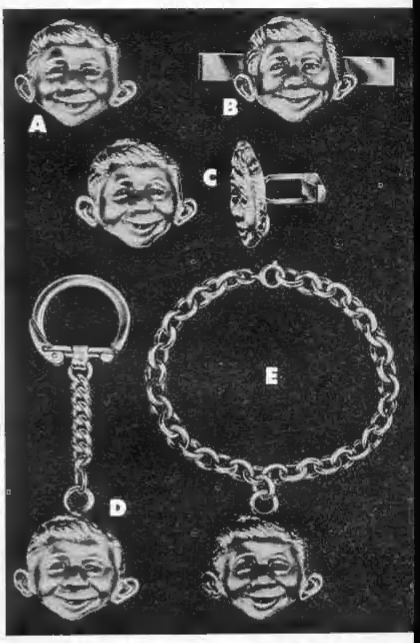
Before closing, we thought this picture of Sigma Nu Fraternity's entry in last year's Dartmouth Winter Carnival, sent in by Bob Harmon and Phil Livingston, might cool you off, so we're printing it now . . . in July!—Ed.

What—Me Wor-r-r-r-r-y

Please address all correspondence to: MAD, Room 706, Dept. 35, 225 Lafayette Street, New York 12, N. Y.

MAD PEOPLE
are wearing
MAD JEWELRY

Featuring MAD's "What . . . Me Worry?" Kid.



LOOK MAD! FEEL MAD! BE MAD!

WEAR MAD JEWELRY!

Styled exclusively for MAD Magazine by
ASTRAHAN OF NEW YORK
in gleaming silver plate. All prices include Federal Excise Taxes, boxing, shipping and postage prepaid.

MAD JEWELRY
225 Lafayette Street
New York City 12, N. Y.

Here's money! I'm MAD People!
Rush me the pieces of MAD Jewelry I have checked below:

A MAD LAPEL/SCATTER PIN....$2.00 ☐
B MAD TIE PIN.....$2.00 ☐
C MAD CUFF LINKS.....$3.00 ☐
D MAD KEY CHAIN.....$2.00 ☐
E MAD CHARM BRACELET.....$2.00 ☐

NAME_____

ADDRESS_____

CITY_____ZONE____STATE_____

RUSH MONEY-ORDER TODAY DEPT.

IF COMI ANSWER

Did you ever stop to think what comic strip characters do when nobody's watching? Well, you won't believe this . . . mainly because it's a lie . . . but they do just what **you** do when nobody's watching. They read MAD. Also, they read those **other** magazines. The ones with those little ads in the back we all love. And so, here's what might happen . . .

Like if LITTLE ORPHAN ANNIE . . .

answered this eye make-up ad . . .

THE EYES HAVE IT!

SEX-APPEAL
GLAMOUR
CINDERS

If a woman has attractive eyes, her battle for popularity is half over. If she has a large bank account, it's all over. Learn the valuable secrets of proper eye make-up, and start your battle. Later on, you can abscond with company funds and finish it. Send today for free introductory lesson to:

Mable Leene

EYE MAKE-UP COURSE

HOLLYWOOD, CORNEA VINE, HOLLYWOOD, CALIF.
HURRY! THIS IS YOUR LASH CHANCE!

she'd end up looking like this.

And if sleuth DICK TRACY . . .

responded to this familiar ad . . .

YOUR
nose
RESHAPED

Do people mistake you for a Pontiac?
Do you stick your nose in other people's business, from across the street?
Why suffer?
Secret new method shortens your beak in less than a week, so why be a freak!

SEND FOR FREE CATALOGUE!
Pick your nose!
SHORTER SNORTER SYSTEM
Great Lakes Nasal Station
Deviated Septum, Georgia.

he'd end up looking like this.

How about if DONALD DUCK . . .

answered an ad like this one . . .

False Teeth

Attention! Shoppers for Choppers

It's no fun eating steak, by gum! Stop looking like Mammy Yokum! Say "Mississippi" once more! Stop singing "I'll never smile again"! If you're a victim of "fall-out", here at last is the answer to your dental dilemma:

FALSE TEETH BY MAIL

Your mouth returned if not satisfied!
SILVER PLATING SERVICE, BRIDGEPORT, CONN.

he'd end up looking like this!

***"There's A Small Hotel"—Conrad Hilton

PICTURES BY WALLACE WOOD

**"Love Me Or Leave Me"—Arthur Godfrey

C STRIP CHARACTERS ED THOSE LITTLE ADS

Picture the results if NANCY . . . were to patronize this advertiser . . . she'd end up looking like this.

KINKY HAIR?

Do you look like you're growing a Persian Lamb coat on your scalp? Does your comb look like it should answer the previous ad? When there's pots and pans to scour, do they grab your head?

STRAIGHTEN KINKY HAIR WITH
B. S. PULLET'S
CHICKEN FAT COMPOUND
Write for a reeking sample today!
PULLET'S HAIR INSTITUTE,
KNOTSVILLE, KENTUCKY

If Nancy's friend, SLUGGO . . . gave this old ad his business . . . he'd end up looking like this.

Grow Hair!

Now! Amazing new hormone grows hair where it has not grown for years. Stop being mistaken for Yul Brynner! Feel safe in the poolroom again! Go bowling once more! Throw away your head polish!

OUR MOTTO: IF IT GREW THERE ONCE, IT'LL GROW THERE AGAIN!
PAY NO MONEY FOR 30 DAYS

If you're not absolutely convinced that your hair is coming back at the end of thirty days, you had better pay us anyway, because after that we sue!

Harry Storer

Cor. Hirsute and Thatch Sts., Hairysburg, Pa.

Obviously, if ALLEY OOP . . . was captivated by this sales idea . . . he'd end up looking like this.

Unwanted Hair Removed!

SAFELY—PAINLESSLY—EXPENSIVELY

TESTED FORMULA

Now, at last you too can end the embarrassment of unsightly hair on face, arms, fingernails, and start the embarrassment of unsightly skin!

FIRST TREATMENT FREE!

That's how we get you hooked!
Rush hairy postcard (in a hairy) to:
Harry Racer, Bald Mountain, Va.

CONTINUED ON NEXT PAGE

And think about if HENRY . . .

were to get results from this ad . . .

IMPROVE YOUR VOICE!

You can improve the power of your speaking voice . . . Success and popularity are waiting. Find out today! Now! Strengthen your voice. Earn more . . . be popular . . . succeed . . . Look what Hitler did with a little yelling!

TALK YOUR WAY OUT OF TROUBLE AND INTO SUCCESS!

WRITE FOR FREE BOOKLET

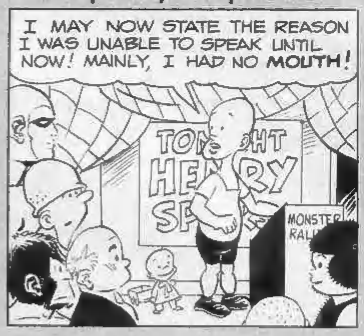
"THE POWER OF POSITIVE SPEAKING"

The book says nothing, but then we got your name!

POWER THROUGH SPEECH

Box ARRGH, Bellows Falls, ARK.

he'd probably end up like this.



Consider if THE PHANTOM . . .

answered this provocative ad . . .

Why Suffer From Psoriasis

(Whatever the heck that is!)

Is your skin crusty, scaley, scabby? Do you have lesions, rashes, sores? Did you ever try taking a bath? If nothing has helped you, then you owe it to yourself to try SKUNKOIL. New formula guarantees results. Does not rot clothes or bed linen. It rots skin. 24 years of successful results. Our cemetery is full of customers who finally found relief. Send sample of skin for free diagnosis. We'll get our scratch eventually. Write now, without delay to:

SKUNKOIL LABORATORIES, SHINGLESITCH, WASH.

he'd end up looking like this.

Imagine if DAGWOOD BUMSTEAD . . .

fell for this corny old pitch . . .

"BUNK!" says Charles Fatless

"I TURNED A 97 POUND WEAKLING INTO A 197 POUND WEAKLING IN SEVEN YEARS, NOT DAYS!"

When you're out with your girl, do her muscles embarass you? Send for my "Neurotic Tension" Weight-Lifting Course, which includes the equipment. Then, next time that bully kicks sand on you at the beach, you can throw a bar-bell right back at him. Act today, write . . .

CHARLES FATLESS

Neurotic Tension Weight-Lifting Course

SNATCHES, TENNESSEE

he'd end up looking like this.

And finally suppose POPEYE . . .

went vain and answered this pitch . . .

DOUBLE CHIN

Sleep with "Selma's Corrective Chin Strap" for just seven days, and get amazing results. You'll lose inches of chin, and hours of rest. That ugly hanging flab will disappear from under your jaw! It'll move to under your eyes! Send for Free Trial Offer. Your money and chin back if you are not fully satisfied. Write now,

SELMA, SAG HARBOR, MASS.

he'd end up looking like this!

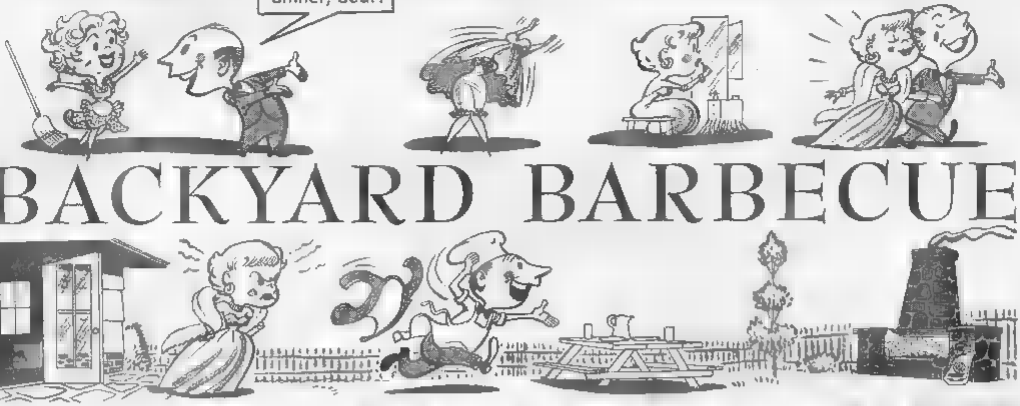
**"They Can't Take That Away From Me"—Col. Abdul Nasser

HOW NOW CHARRED COW DEPT.

THESE DAYS, WHEN POP TELLS MOM...

I'm taking you out for dinner, dear!

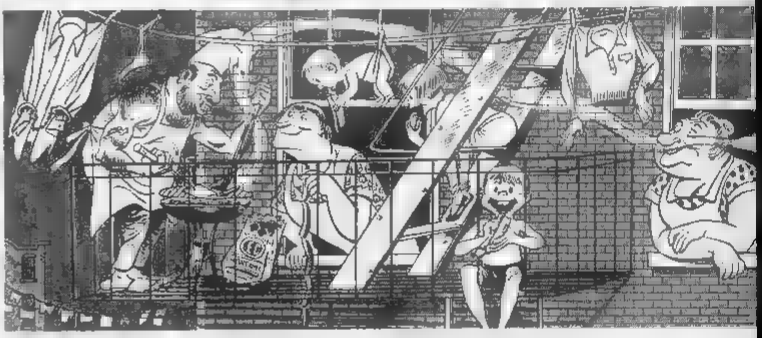
HE DOESN'T MEAN OUT TO A FANCY RESTAURANT! HE MEANS HE'S TAKING HER **OUTSIDE,** TO THE...



BACKYARD BARBECUE

"Home On The Range" —Betty Crocker

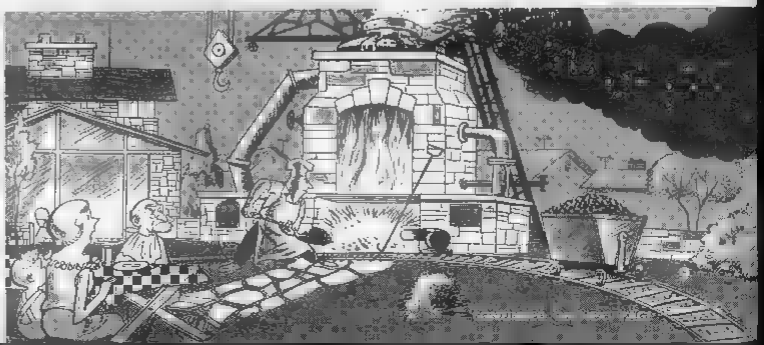
Barbecues come in assorted sizes and shapes. Simplest of these is the bowl-type, or *brazier,* with a grid top, mounted on tripod legs. This type is perfect for families with very limited backyard space.



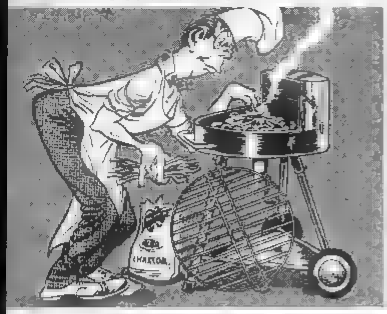
CONTINUITY AND PICTURES BY DAVID BERG

Then there is the portable type of barbecue, mounted on wheels. This type affords convenience and mobility to the barbecue chef, and also comes in handy for chasing and pinning any guest who seems reluctant.

And then there's the super-type of barbecue, which is actually a converted blast-furnace. This explains why most outdoor chefs turn out hamburgers that are heavy as lead.

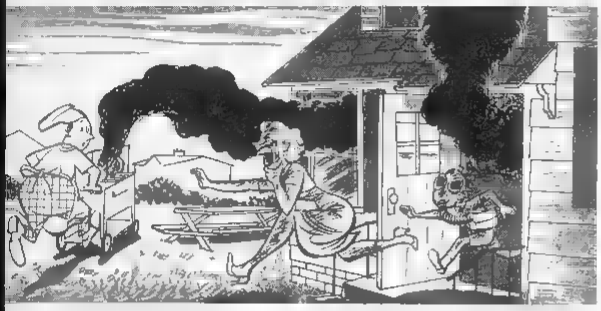


STARTING FIRE

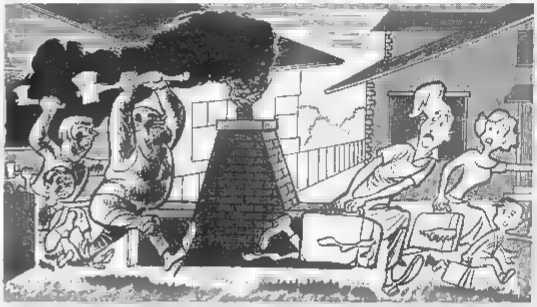


The inexperienced chef lights his barbecue fire the hard way. First, he laboriously covers his charcoal with bits of paper and twigs, and then he touches his match to it. The fire fizzles out before charcoal-broiling can begin. ▶

TESTING WIND DIRECTION



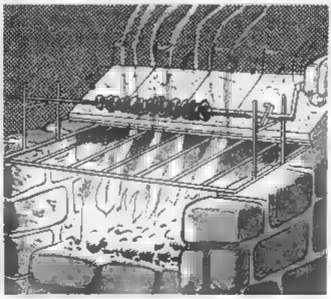
Always test the wind direction before you start the fire. Smoke may blow into house, forcing you to move barbecue.

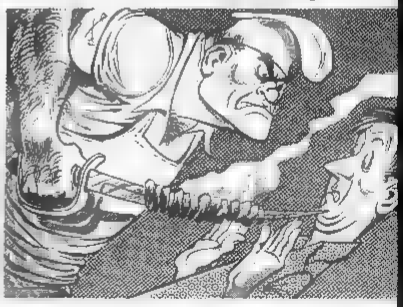


Disadvantage of brick barbecue is now obvious. Smoke may blow into neighbor's house, forcing you to move family.

MAKING SHESHKABOB

This popular barbecue recipe is made by alternately impaling choice pieces of meat and vegetables on a long spit, then revolving slowly over the coals. This is what is known as "done to a turn". The true outdoor chef, however, uses genuine cavalry sword instead of spit. That way, if anybody refuses to eat the mess, he can run him through.

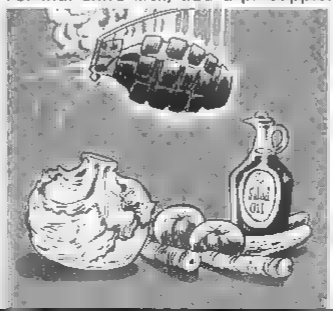




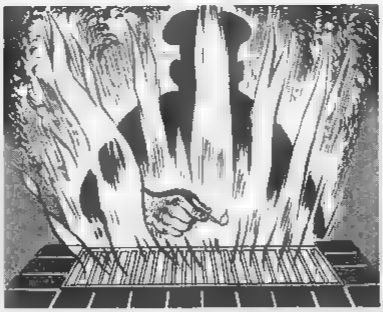
TOSSING SALAD

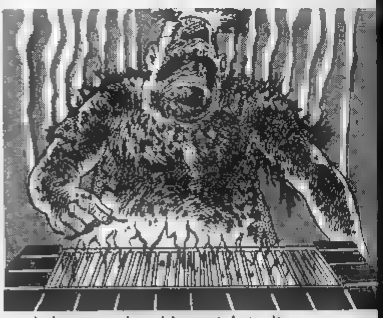
Place lettuce, tomatoes, raw carrots, cucumbers and salad oil in neat pile.

For that extra kick, add a pineapple.



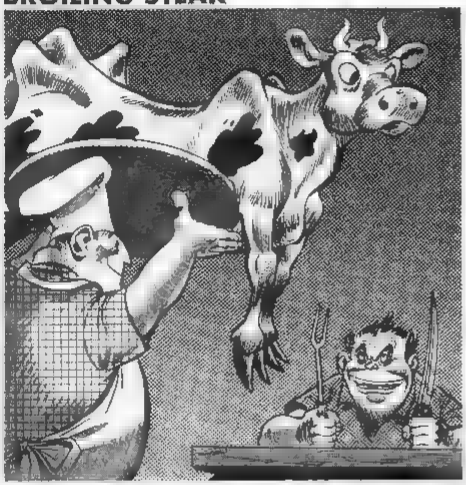
Barbecue salad will be nicely tossed.



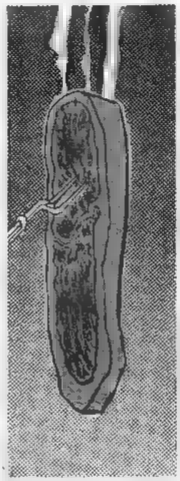


The connoisseur of backyard barbecues lights his fire the easy way. First, he douses his charcoal with a specially-made inflammable fluid, and then touches his match to it. The charcoal-broiled-meat aroma can be smelled for miles.

BROILING STEAK



Steaks should be broiled to individual tastes. Some people like them rare . . .



Some people like them medium rare.

Some people like them well - done.

But most people will get them burned to a crisp!

FUTURE OUTDOOR LIVING

Backyard barbecues have become so popular, architects who design our future homes are planning to eliminate kitchens altogether. In fact, the more extreme elements among them are predicting a return to the primitive cave-like dwelling. They figure, if people are going to insist upon eating like cave men, then they might as well *live* like them.

"Everything I Have Is Yours"—Joe Louis

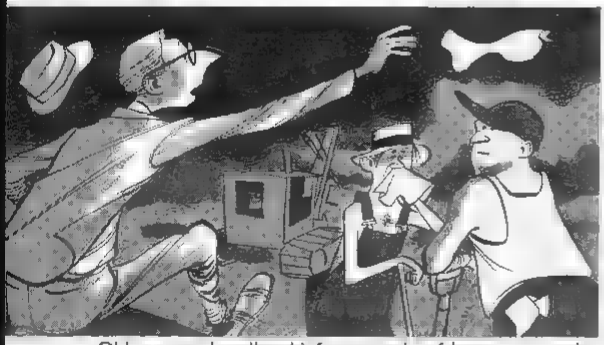
TELL-TALE STAIN DEPT.

MAD BEATS

Thanks to diligent application of scientific principles by members of the garment industry, no one has to worry about keeping cool this summer. Nosirree! The stores are full of new clothes and accessories that make hot weather

Old uncomfortable hot heavy watchband of leather or metal is replaced by an ingenious miracle fibre called "string".

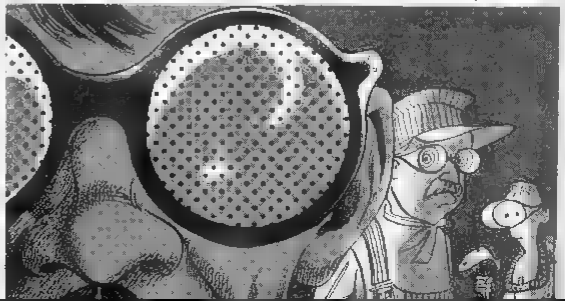
Feather on old-style hat weighed heavy twenty-three grams. Feather on new-style summer hat weighs only twelve grams.



Old summer handkerchief was made of heavy oppressive cotton. New-style handkerchief is ultra-light Kleenex tissue.

Old loose-knit wool tie was hot. New tie is live Arctic eel, which cools neck and also makes a dandy Windsor knot.

Lenses of glasses no longer made of conventional stifling hot glass. New-style lenses have millions of microscopic air holes per square inch to let in breeze, refresh eyes.

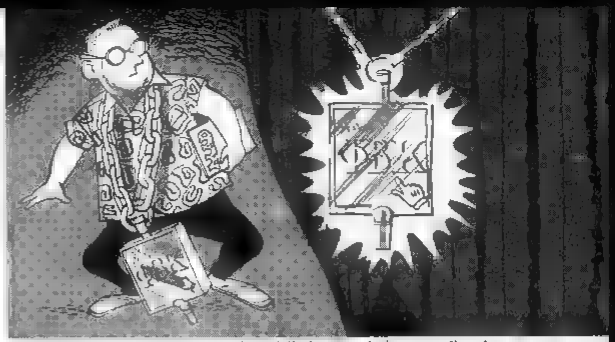


THE HEAT

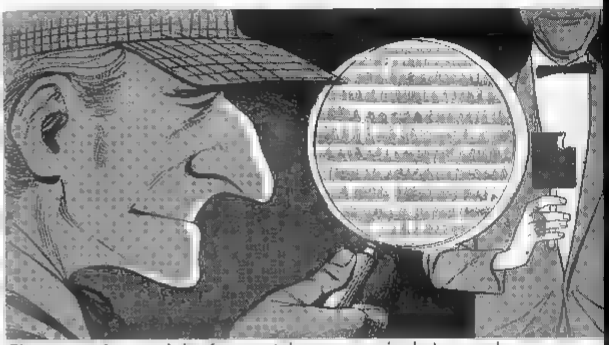
a pleasure. This article is a compilation of some of the more ingenious developments in summer wear, designed to keep you cool. After you read it, you will agree with us that the best way to beat the heat is . . . move to Alaska!

PICTURES BY BOB CLARKE

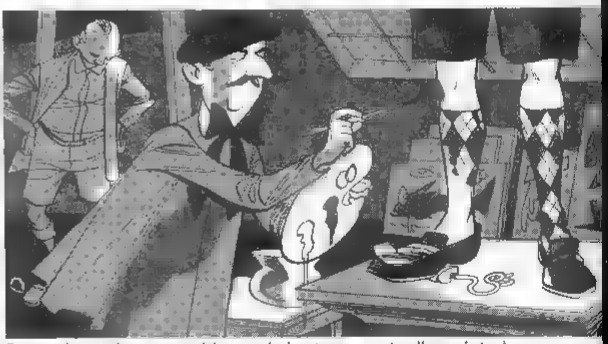
New-style summer hat comes equipped with attached sideburns which allows a man to give the appearance of having hair. Actually, his head has been shaved for extra comfort.



Phi Beta Kappa key is made of light, cool, heat-reflecting aluminum instead of heavy oppressive heat-absorbing gold.

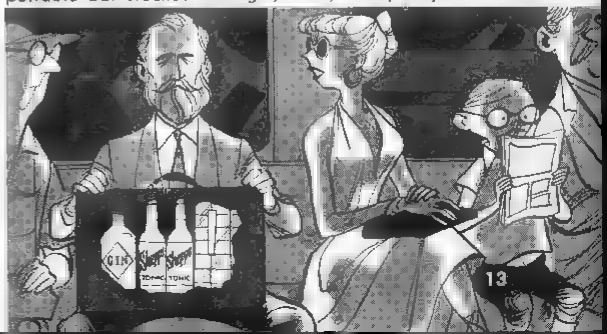


Close-up of material of new-style summer jacket reveals that threads are tiny interwoven refrigerator ice-coils.



Bermuda socks worn with usual shorts are actually painted on in cool plaids, replacing old-style hot wool variety.

Cut-away shot of briefcase shows that it really contains portable bar stocked with gin, tonic, and plenty of ice. END



TOM LEHRER

TOM LEHRER DEPT.

Almost every day during the hunting season, you read at least one item in the newspapers concerning some one who has shot someone else, apparently under the impression that the latter was ■ deer with ■ red hat (or perhaps ■ large pink, casually-dressed squirrel). The resultant increase in the death rate among clean-living intrepid sportsmen, when combined with ■ corresponding decrease in the death rate among depraved, cowardly deer, marks, it seems to me, an encouraging new trend in ■ grand old sport, and deserves a new-type hunting song. The following is at least an attempt in the right direction. —*Tom Lehrer*

I always will remember,
Twas a year ago November,
I went out to hunt some deer
On ■ morning bright and clear.

I was in no mood to trifle.
I took down my trusty rifle
And went out to stalk my prey.
What ■ haul I made that day!
I tied them to my fender
And I drove them home somehow:
Two game wardens, seven hunters,
And ■ cow!

People ask me how I do it
And I say, "There's nothing to it!
"You just stand there looking cute,
And when something moves, you shoot!"

THE HUNTING SONG

I went and shot the maximum
The game laws would allow:
Two game wardens . . .
Seven hunters . . .
And a cow!

The law was very firm, it
Took away my permit.
The worst punishment
I ever endured.
It turned out there was a reason:
Cows were out of season,
And one of the hunters
Wasn't insured!

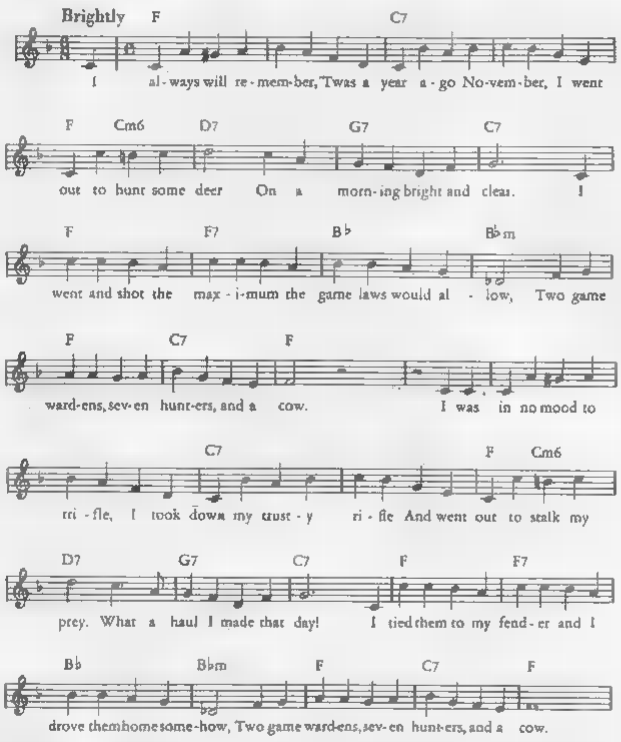
And there's ten stuffed heads
In my trophy room right now:
Two game wardens, seven hunters,
And a pure-bred Guernsey cow!

CONTINUED ON NEXT PAGE

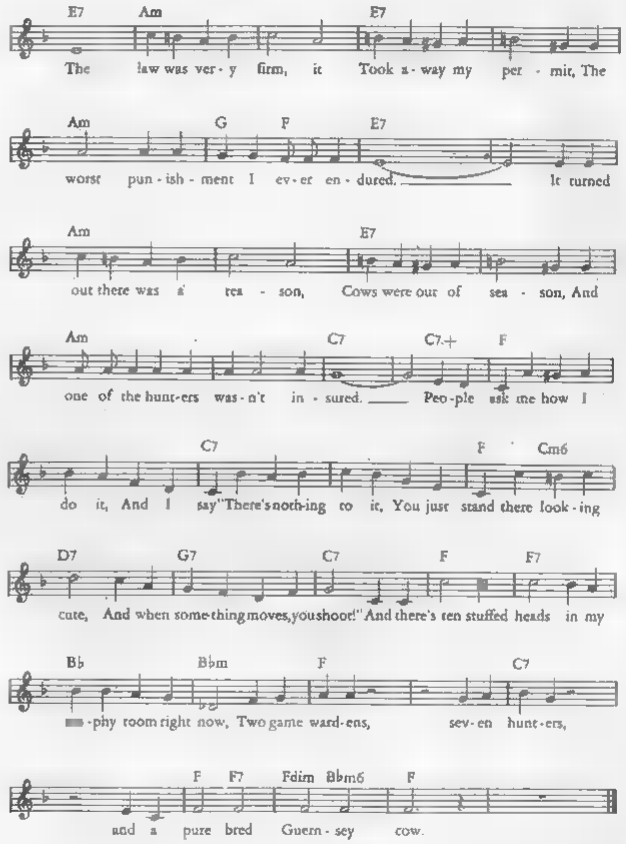
THE HUNTING SONG*

Words and Music by

Tom Lehrer**



*"The Tom Lehrer Song Book", copyright 1952, 1953, 1954 by Tom Lehrer, published by Crown Publishers, Inc. 419 Fourth Avenue, New York 16, N. Y.



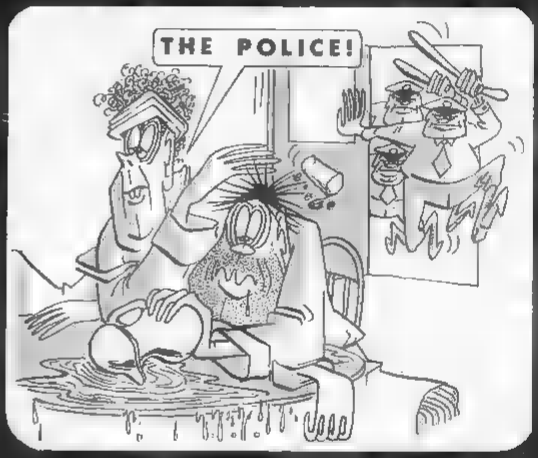
**"Songs by Tom Lehrer" LP record, available at most record shops or by mail from Tom Lehrer, Post Office Box 121, Cambridge 38, Massachusetts.

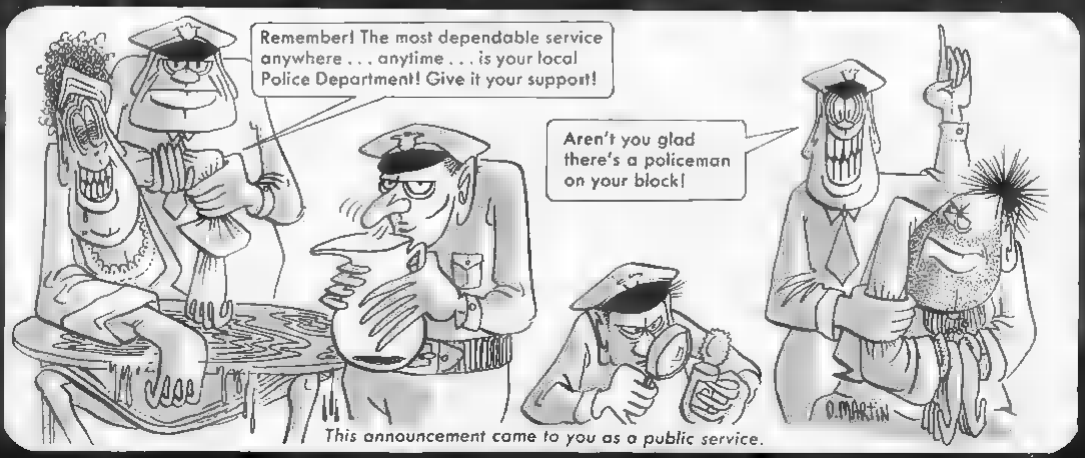
SOFT-SELL ADVERTISING DEPT.

Steel yourselves, gang! Commercial time again! Back to MAD in a moment. First, this announcement ■ the format of what we predict will be the end-result ■ this trend toward humorous soft-sell advertising continues. So here's this issue's . . .

FUTURE TV AD

CONTINUED ON NEXT PAGE





STORY BOARD BY DON MARTIN

CLYDE RANCID

DOUBLE EXPOSURE DEPT.

Recently, we interviewed that well-known movie star, Clyde Rancid, who has been the heart-throb of American women for years. Clyde revealed his life story exclusively to MAD for the first time, with a series of photos he supplied us. Unfortunately (for Clyde), we later ran across his ex-wife, who was kind enough to supply us with the original negatives to these photos. When we printed them, we discovered that the second set of photos gave a more complete picture and showed a very different side to Clyde. They particularly showed that Clyde really knows...

CLYDE'S EX-WIFE

HOW TO CROP A PHOTO

CLYDE RANCID'S PHOTO STORY WITH HIS OWN COMMENTS

"I've been a star for so long, many people can't believe that I am only thirty-five. But it's true! This baby picture of me with that calendar on the wall proves my age."

CLYDE'S EX-WIFE'S PHOTO STORY WITH HER OWN COMMENTS

"Clyde is in this baby picture, all right, but he's the full-grown man on the left. The baby is Clyde's own son, who is thirty-five this week. That makes Clyde fifty-six."

PICTURES BY WALLACE WOOD

"By the time I was sixteen, I had a job and was helping my Mom and Dad by contributing my salary to help run the house. Here I am turning over my weekly paycheck to Dad."

"Clyde's telling the truth about turning over money. But it's not his. He'd cleaned out his old man's wallet. The cops nabbed him leaving town and made him give it back."

CONTINUED ON NEXT PAGE

"I wanted to improve myself, so I worked my way through college. Here I am studying by candlelight, since I was too poor to afford the luxury of burning electric lights."

"Clyde did work his way through college, but not as a student. He had a racket. He'd break into the Dean's office the night before exams, copy the questions, and sell them."

"I am proud that I was privileged to serve my country in the Army during World War II. Here I am doing important work, instructing recruits in the valuable art of Judo."

"Judo, my foot! As you can see, the only close-combat he ever had was outside those Army camps, in cheap bars. The Army couldn't wait to give him a Dishonorable Discharge."

"One reason I have done so well in Hollywood is because I have never been afraid to tackle a part, no matter how dangerous it might be. Here I am diving off a high cliff."

"Clyde is afraid of his own shadow! He asks for a stunt man if he has to climb stairs. The only dangerous thing he did in Hollywood was to forget Louella Parson's birthday."

"I met my ex-wife in a cute way. She was standing outside the studio and asked me to sign her autograph book. I immediately asked her for a date, and soon we were married."

"The truth is, I worked for a loan company. Clyde is really signing a paper so he can borrow money to pay gambling debts. I married the slob because I felt so sorry for him."

"I was a good husband to my ex-wife, and took her on many trips. Here we are at Grand Canyon. But she just couldn't stand the strain of being a star's wife, and so we parted."

"Actually, this photo was taken at a travel bureau where I caught him as he was about to leave the country with all my savings and jewelry. That's really why I divorced him."

"And now, after a hard day at the studio, I sit alone on the veranda of my beach house in the twilight, recalling my past, and contemplating all the sublime things in life."

"What a laugh! Clyde Rancid couldn't sit alone on the veranda of his beach house and contemplate sublime things if his life depended on it! He'll always be the same...a bum!"

END

"I Get Along Without You Very Well"—Dean Martin**

TWINKLE TWINKLE DEPT.

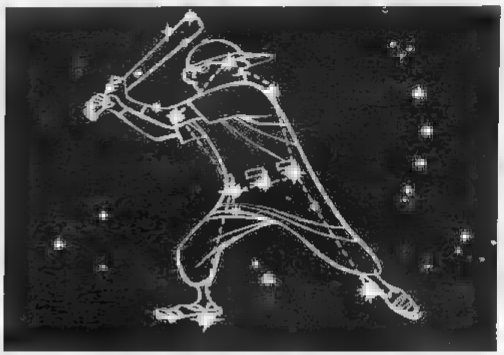
We recently were thumbing through a dusty astronomy book. After we'd put it down, we discovered we knew two things: 1. Astronomy is very dull! And 2. Our thumbs were dusty! Nowadays, nobody cares about astronomy, and we know why. It's because nobody's brought the sky up to date. So we've decided to modernize the whole shebang. On these two pages you'll see some redesigned ancient constellations. On the next two pages, you'll see the whole sickening panorama of

MAD'S UP-TO-DATE SKY

ANCIENT CONSTELLATION

ORION The Hunter

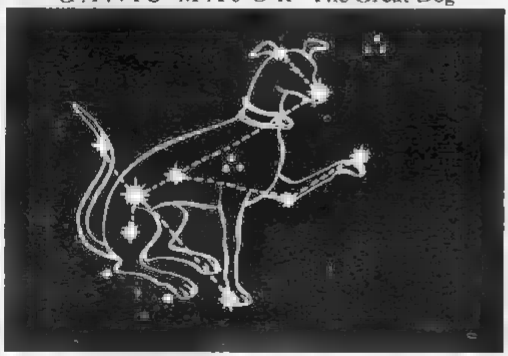
UP-TO-DATE CONSTELLATION



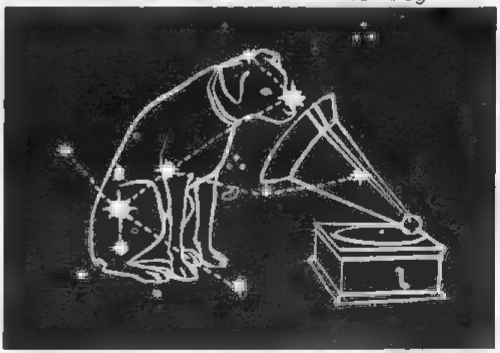
MANTLE The Slugger

PICTURES BY BOB CLARKE

CANIS MAJOR The Great Dog

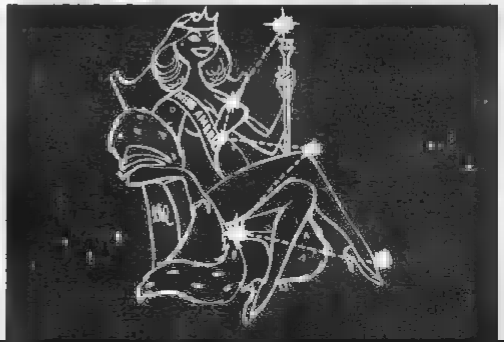


CANIS VICTOR The RCA Dog

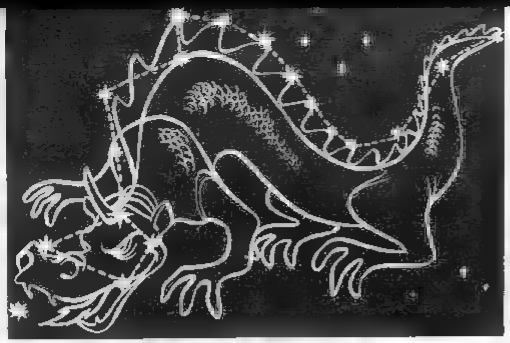


CASSIOPEIA The Lady In The Chair

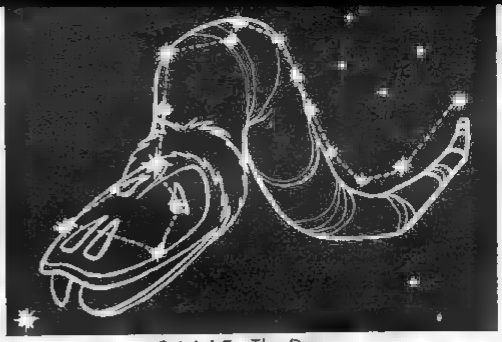
MISS AMERICA The Gal On The Throne



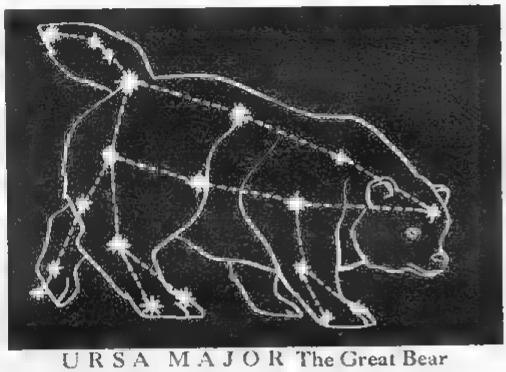
"Orange Colored Sky"—Lewis Strauss



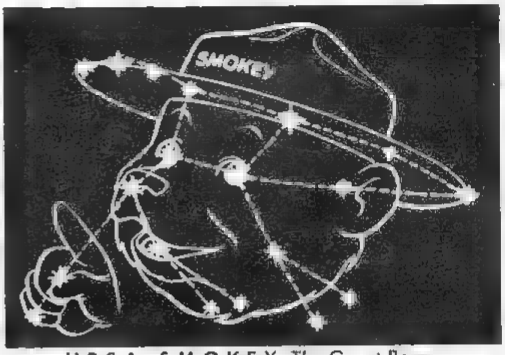
DRACO The Dragon



OLLIE The Dragon

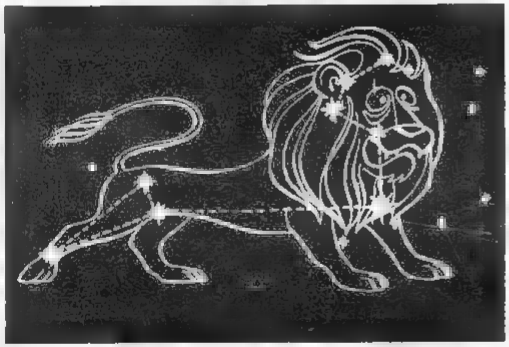


URSA MAJOR The Great Bear

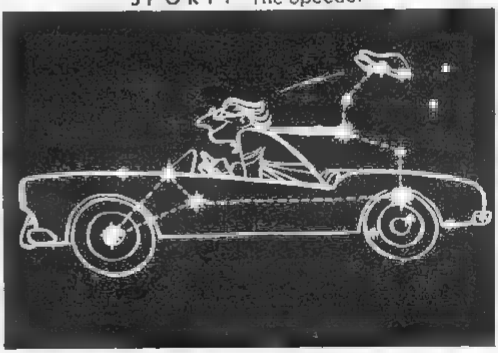


URSA SMOKEY The Great Bear

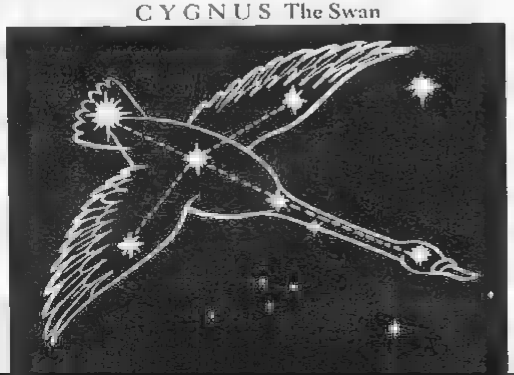
LEO The Lion



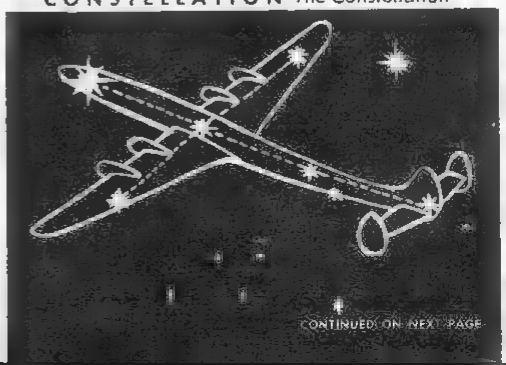
SPORTY The Speeder



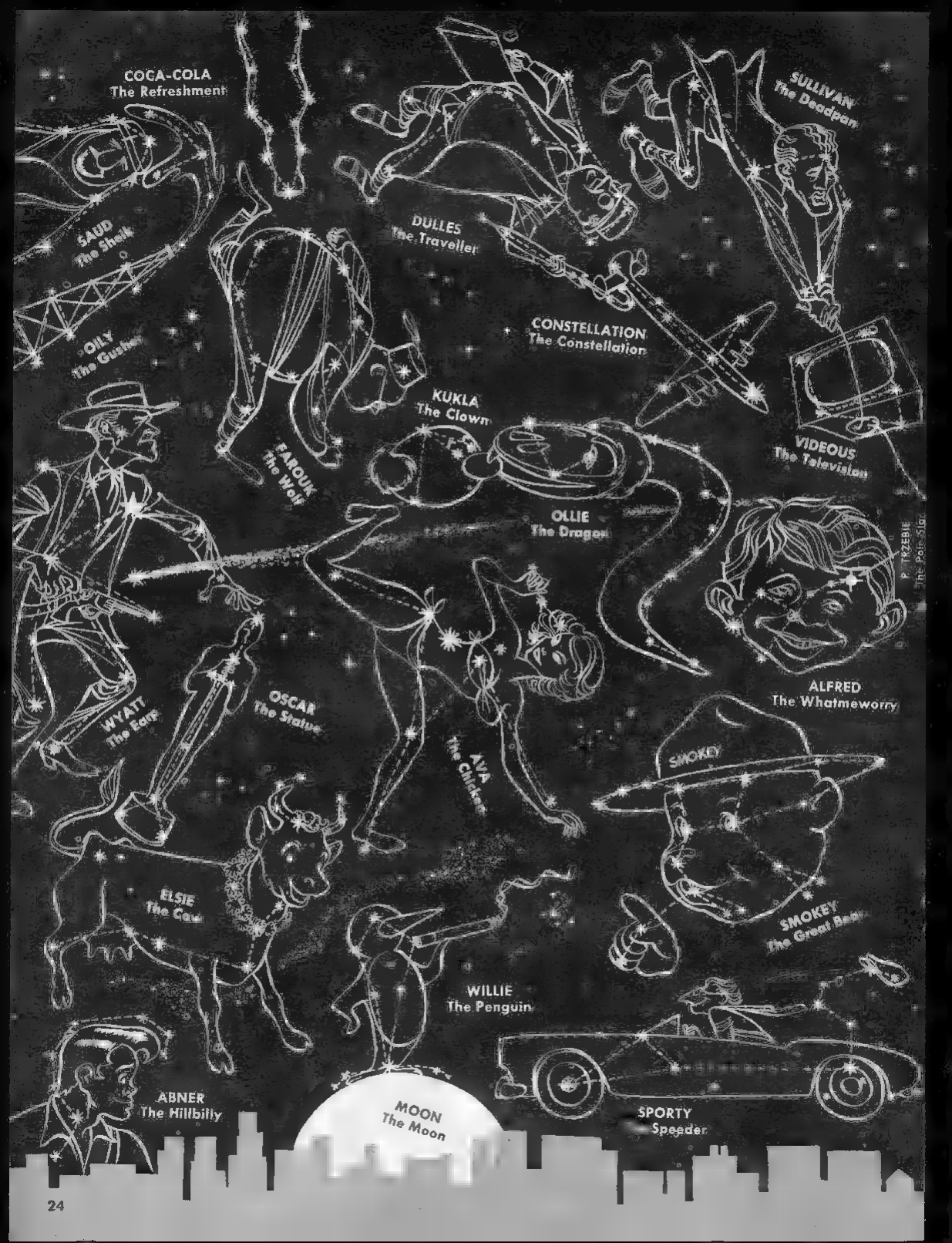
CYGNUS The Swan



CONSTELLATION The Constellation



CONTINUED ON NEXT PAGE


COCA-COLA
The Refreshment
SULLIVAN
The Deadpan
SAUD
The Sheik
DULLES
The Traveller
OILY
The Gusher
CONSTELLATION
The Constellation
KUKLA
The Clown
FAROUK
The Wolf
VIDEOUS
The Television
OLLIE
The Dragon
P. TREEBIE
The Pole-Sitter
ALFRED
The Whatmeworry
WYATT
The Earp
OSCAR
The Statue
AVA
The Chicken
SMOKEY
ELSIE
The Cow
SMOKEY
The Great Bear
WILLIE
The Penguin
ABNER
The Hillbilly
MOON
The Moon
SPORTY
Speeder

***"Cabin In The Sky"—Capt. Eddie Rickenbacker

KEEP YOUR EYES ON YOUR OWN PAPER DEPT.

According [redacted] all the publicity we've been seeing lately, more students will enroll in colleges and universities this fall then ever before in history, and in an effort to weed out those clods unsuited for higher learning, the entrance exams will be made more difficult. Now all this may be merely an insidious campaign on the part of institutions, cleverly calculated to start [redacted] "go-to-college" bandwagon rolling, which will fill Bursars' cash drawers. But just in case it isn't, we're printing a sample test for MAD readers who plan to go to college. For MAD readers who are already *in* college, this test will convince you you don't belong there! For MAD readers who *don't* plan to go [redacted] college, this test will convince you you ain't missing a thing! Study questions carefully, then write answer as directed. When you finish, you'll find yourself better prepared to enter that institution. That mental institution.

UNDERLINE THE PHRASE THAT CORRECTLY COMPLETES THE FOLLOWING STATEMENTS:

1. The Panic of 1837 started because (A) a girl walked down Wall Street in a tight skirt (B) Macy's announced a sale on ladies' handbags [redacted] they found out it was really 1838.

2. Nero burned Rome because (A) he wanted to set the world on fire (B) they wouldn't let him play his violin at a super-market opening. (C) he liked to see his picture in the papers.

3. In the circulatory system, the aorta carries the blood from the heart because (A) it seems like the thing [redacted] do (B) it says so in a Dr. Kildare picture (C) why not?

4. The War of 1812 started because (A) somebody called somebody a slob (B) it was an election year (D) Cecil [redacted]. De Mille thought it would be a good idea for a picture.

5. George Washington chopped down the cherry tree because (A) it blocked his view of the window across the way (B) it attracted the neighborhood dogs (C) he didn't know how else to get [redacted] down.

MATCH UP PERSONS WITH THE DEEDS ATTRIBUTED [redacted] THEM [redacted] INSERTING CORRESPONDING NUMBER IN SPACE PROVIDED:

1. Slugged a headwaiter in El Morocco ___ Thelonius Monk
2. Posed for nude pictures ___ Marjorie Main
3. Writes mash notes to Veronica Lake ___ Cisco Kid
4. Has B.O. ___ Bronco Nagurski
5. Once tickled Madame Chiang Kai Shek ___ Sabu
6. Handles "hot" jewelry ___ Bonita Granville's Mother
7. Wrote this article ___ Nick the Gyp
8. Voted for Alf Landon ___ Albert B. Feldstein
9. Doesn't wear underwear ___ Maria Ouspenskaya
10. Operates [redacted] speakeasy in the Bronx ___ Primo Carnera

ASSOCIATION TEST: WRITE DOWN THE FIRST THING THAT COMES TO YOUR MIND WHEN YOU THINK OF THE FOLLOWING:

1. Money
2. Marilyn Monroe
3. Hot skim milk
4. Money
5. Sex

FILL IN THE MISSING BLANKS TO CORRECTLY COMPLETE THE FOLLOWING TEN SENTENCES:

1. Alexander Graham Bell invented the telephone because he wanted to call up a girl named _____ in Kansas City.
2. Before Columbus found America in 1492, it was lost for _____ years.
3. The funniest magazine in the world is _____.
4. The "E" [redacted] Alfred E. Neuman stands for _____
5. The Theory of Relativity means _____
6. It was Samuel F. [redacted]. Morse who once said • — — • • • • • — • — —
7. Pablo Picasso's latest painting [redacted] called _____
8. The Four Horsemen of the Apocalypse were Melvin, Irving, Morris, and _____
9. Marilyn Monroe's great talent may be described as _____
10. Jayne Mansfield's talent may [redacted] described [redacted] _____

IDENTIFY THESE FIVE GEOMETRIC SHAPES BY UNDERLINING THE CORRECT DESCRIPTION GIVEN AT RIGHT:

1
(A) a square
(B) Yul Brynner's head [redacted] seen from an airplane
(C) I don't know

2
(A) a Cataclysmatron
(B) [redacted] photograph of Mario Lanza taken at his recent opening
(C) Guy Lombardo as seen by a cool cat.

3
(A) a Whatchamacallit
(B) a bad drawing of a circle
(C) the back of a Burma-Shave sign.

4
(A) a brick wall
(B) an outline of the state of Idaho
(C) we can't figure it out either, but our publisher insisted on us inserting it here!

5
(A) a squashed blintz
(B) a female octopus
(C) the pancreas of a Malayan jungle lemur

THE FOLLOWING ARE FIVE PROBLEMS IN MATHEMATICS. INSERT YOUR ANSWERS [redacted] APPROPRIATE LINE AT RIGHT:
(Use this space for computations)

1. If you only had 96 marbles and needed 100 marbles, how far off your marbles would you be? _____
2. A tank holds 150 gallons of gasoline. The first day, Tom took 3 gallons of gasoline away. The second day, Tom took 12 gallons of gasoline away. How long will it be before they take Tom away? _____
3. A takes 8 hours to pick 12 bushels of apples. B takes 14 hours to pick 20 bushels of apples. C takes 16 hours to pick 30 bushels of apples. How many bushels would we have if **human beings** were out doing the picking? _____
4. John has $10.00. He gives Mary $2.00. How much more will he have to give her before she goes out with him? _____
5. A man takes 4 hours to write 3,000 words by hand. How long would it take him if he used a pencil? _____

ON THE LEFT ARE FAMOUS SAYINGS. MATCH [redacted] THE PERSON RESPONSIBLE BY NUMBERING THE LINE AT THE RIGHT:

1. "Gee, Dad! A Flexible Flyer!" ___ "Pretty Boy" Floyd
2. "Relax, Baby, you're tense!" ___ Your Esso Dealer
3. "Leggo my arm!" ___ Molly Picon
4. "At 4 A M ? ! ! !" ___ The Pittdown Man
5. Τάδε δέ μοι πάντως, ἔφη, Κροῖσε ___ Fritz Ostermueller
6. "Fresh!" ___ John's Other Wife
7. "Sooo! It's been Max all along!" ___ Melvin Cowznofski
8. "Who's on First?" ___ Gargantua
9. "Ecccchhh!" ___ Harpo Marx
10. "Has anyone seen my umbrella?" ___ Tugboat Annie

MAD'S COLLEGE ENTRANCE EXAM

TRUE OR FALSE (CHECK APPROPRIATE SPACE):

1. The Taft-Hartley Act recently played the Palace. TRUE___ FALSE___
2. The Boston Tea Party was an orgy for New England Rock 'n Rollers. TRUE___ FALSE___
3. Benjamin Franklin invented the pretzel. TRUE___ FALSE___
4. Wanda Furd wears a Maidenform while wide awake. TRUE___ FALSE___
5. The Taj Mahal is really a front for a bookie joint. TRUE___ FALSE___
6. A Furshlugginer is a man who shluggins furs. TRUE___ FALSE___
7. MAD is the finest magazine in the world. TRUE___ TRUE___
8. Improper fractions should not be taught to school children. TRUE___ FALSE___
9. Antipasto tastes better than chicken fat. TRUE___ FALSE___
10. LASSIE was once a member of the Communist Party. TRUE___ FALSE___

WRITE AN ESSAY OF 250,000 WORDS OR MORE ■ ANY THREE OF THE FOLLOWING FIVE TOPICS:

(Use margins ■ this page)

1. Baseball is ruining our children
2. Why I miss my appendix
3. The last time I felt nauseous.
4. Marching thru Georgia.
5. The most disgusting day of my life.

READ THE FOLLOWING TWO SENTENCES (A&B) CAREFULLY THEN ANSWER THE FIVE QUESTIONS THAT FOLLOW EACH:

A. "Low thyroxin causes the rate of oxidation to produce an exophthalmic goiter effecting an oversecretion of tethelin in pituitary anterior lobes manifesting acromegaly while the connected ganglia comprising the autonomic nervous system controlling glandular secretion may accelerate the contractions of the circular muscles of the digestive tract and in all probability produce xerophthalmia".
(From a short poem by Nick Kenny)

1. Wha-a?_____
2. So how come the low thyroxin causes the rate of oxidation to produce an exophthalmic goiter effecting an oversecretion of tethelin in pituitary anterior lobes manifesting acromegaly while the connected ganglia comprising the autonomic nervous system controlling glandular secretion may accelerate the contractions of the circular muscles of the digestive tract and ■ all probability produce xerophthalmia?
3. Where were you on the night of—OOPS—wrong question—please ignore and ■ on to number 4.
4. Go back to number 3—it's ■ funnier question.
5. What does the word "nervous" mean?_____

B. "John loves Mary; Mary loves Bill; Bill can't stand Mary and has a crush ■ Jane; Jane can't see Bill and only has eyes for Fred; Fred doesn't ■ for Jane and is crazy about Louise; Louise thinks Harry is a big shnook and really digs Steve; Steve claims it's only platonic with Louise and thinks Shirley ■ the most; Shirley hates everybody but she might make a go of it with John if he stopped seeing Mary."
(All names have been changed to protect the innocent)

1. Who is Sol making out with?_____
2. What does Zelda see in Phil?_____
3. Do you really feel that Frank should continue seeing Madge?____
4. What's this about David and Herman????_____
5. Should Darryl Zanuck do the picture?_____

DEMONSTRATE YOUR KNOWLEDGE ■ FOREIGN LANGUAGES ■ TRANSLATING THE FOLLOWING QUESTIONS, THEN MATCHING THEM TO THE PROPER ENGLISH ANSWERS

A. ¿Por que cruza el camino un pollo?	**1. That was ■ lady, that was my wife!**
B. Pourquoi les pompiers portent-ils des bretelles rouges?	**2. What, —Me worry?**
C. Wer war die Dame mit der ich Sie gestern Nache gesehen habe?	**3. To get ■ the other side.**
D. Veni, vidi, vici!	**4. To keep their pants up!**

STATISTICS

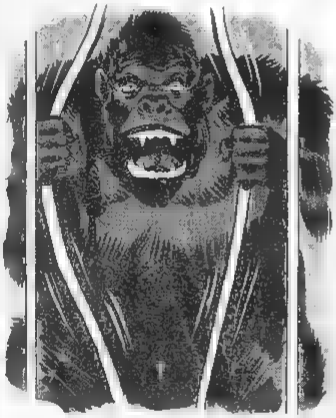
On the basis of the 5,879 applicants who were recently given this examination at a leading Midwestern college, the following percentage figures have been compiled by the Editors of MAD, and are now published for the first time.

PERCENTAGE	OUTCOME
2%	Passed
39½%	Failed
18%	Were in the wrong room
12%	Fell asleep during True-False Questions
10%	Forgot to bring a pencil
8%	Asked ■ leave the room and never came back
6%	Didn't know who Veronica Lake was
3%	Made paper airplanes out of the test
2%	Are still working on it
½%	Thought it was funny
Total 101%	(Some wise guy handed in two papers)

"I'm Walking Behind You"—J. Edgar Hoover

Scenes We'd Like to See

The Beast Falls In Love



** "I'm Just Wild About Harry"—Bess

THE OLD SKIN GAME DEPT.

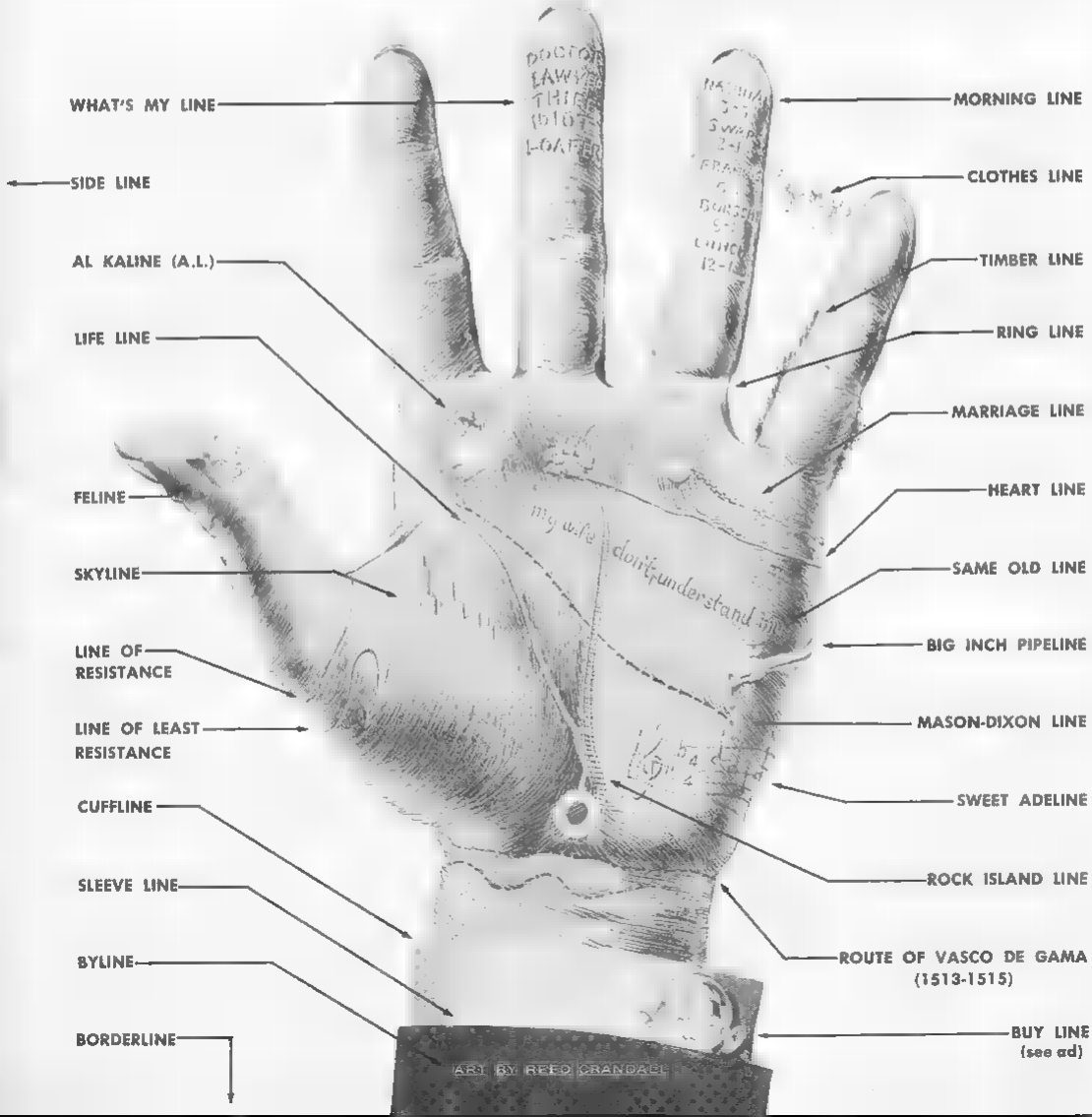
Since the beginning of time, man has been intrigued by the lines in his hand. What do they mean? And how did they get there? Actually, any intelligent two-year-old knows that the lines are caused by folding the hand, and mean nothing. But since most of our readers aren't two years old, *or* intelligent, we're printing this article.

Every palm is different, and tells a different story. To the trained eye, the intricate surface of your palm reveals your likes and dislikes, your loves and hates, your accomplishments and goofs, and what you had for breakfast when you wiped off your mouth. So besides teaching you to use a napkin, this vital article will also teach you . . .

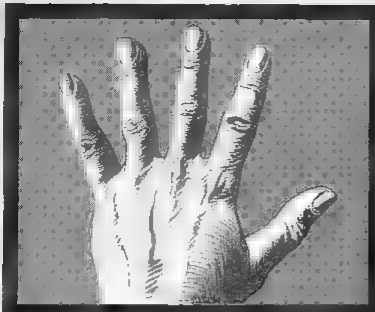
HOW TO READ YOUR PALM

Everybody has the same general lines in his palm, but no two people have the same identical lines. Like with fingerprints, facial characteristics, and annual gross incomes, you can tell a lot about a person from his lines. Here is a typical palm, showing the typical major lines. Memorize them, then compare them to your own lines, and you'll have taken the first step toward discovering something about yourself. You will have discovered you're a gullible idiot!

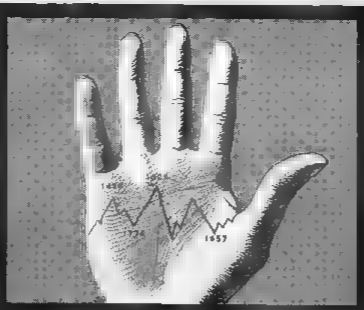
CONTINUED ON NEXT PAGE



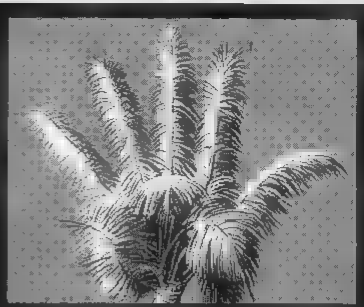
TYPES OF PALMS



This palm looks different from most, mainly because it isn't a palm at all but the back of a hand.



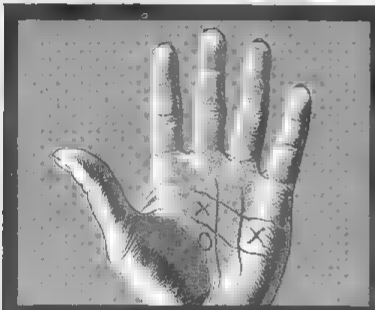
This palm has lines which give important dates in person's life.



This palm gives best dates of all.

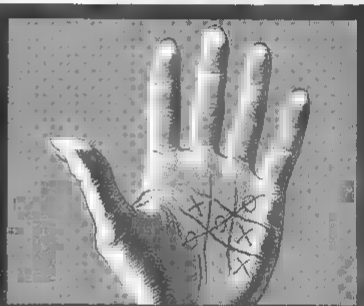
WHAT DO CRISS-CROSS LINES MEAN?

The criss-cross lines in the palm tell how successful a person will be in life. These lines change as the person grows older.



Typical palm at age 21 shows person setting out on the road to love, career and success.

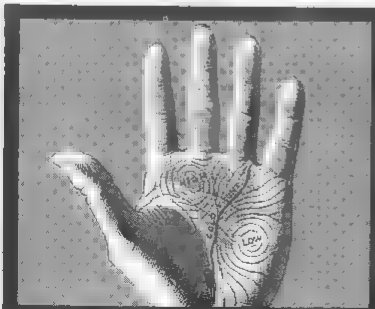
Same palm at age 35 shows person is well along, has done fine so far.



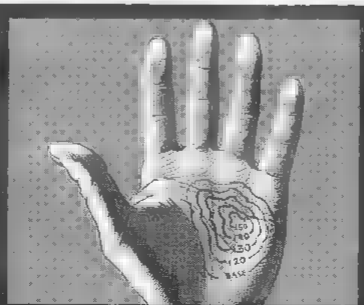
Same palm at age 47 shows person has lost out, is a complete failure.

WHAT DO WHORLS MEAN?

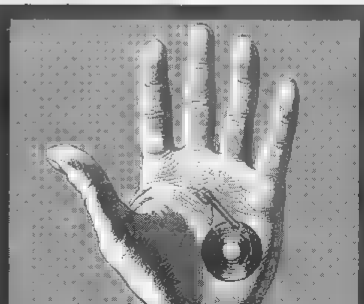
Whorls are circular patterns set up by lines located at the base of the palm. They accurately tell the occupation of a person.



Weatherman's Whorl



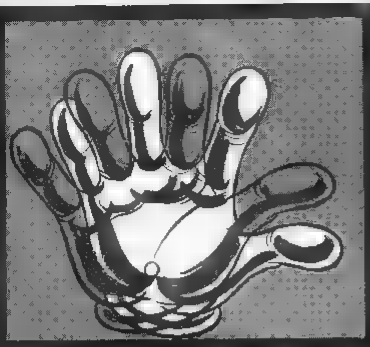
Mountain Climber's Whorl



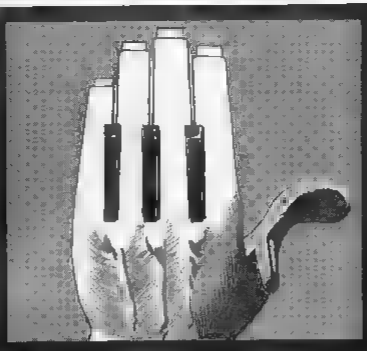
Disc Jockey's Whorl

**"I've Got You Under My Skin"—Dr. Jonas Salk

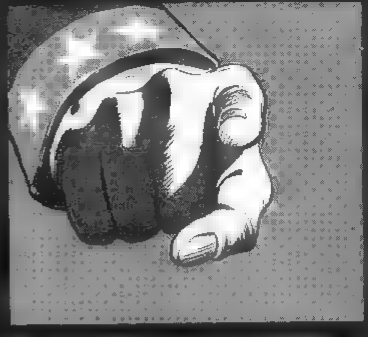
WHAT DO SHAPES OF FINGERS AND HAND MEAN?



Hand with three fingers means person is animated, will work for Walt Disney.

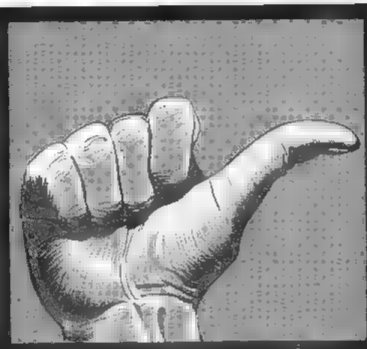


Hand with long, thin fingers means person is artistic, will play piano.



Hand with long, pointing finger means person is Uncle Sam and you'll be drafted!

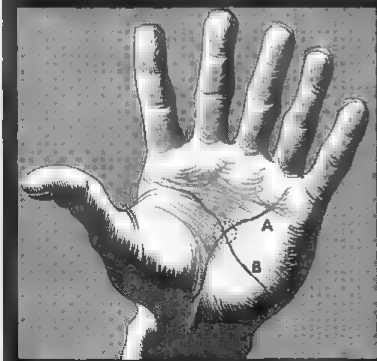
Hand with fingers in shape of fist means person is aggressive and you better duck!



Hand with long curved thumb means person will travel, mostly in someone else's car.

Hand with leathery looking fingers means person is wearing gloves.

PALMS OF FAMOUS PEOPLE



Palm of Alfred E. Neuman is unusual, has only two lines: lifeline (A), and mentality line (B).

Detail section of Alfred E. Neuman's mentality line.

Palm of J. Fred Muggs is not only unreadable, but actually disgusting.

END

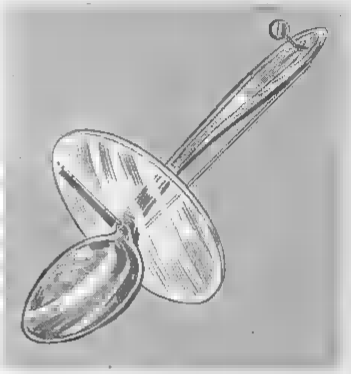
THERE'S MANY A SLIP TWIXT DEPT.

Science, in its never-ending march of progress, dedicated to improving man's lot on Earth (or blowing the place up in the attempt!), has somehow neglected one of the most important functions of life. Eating! When it comes to the dining room table, we're still in the Middle Ages. Those knives, forks, and spoons we use today to spill stuff on our best ties are basically the same as the ones the Romans used to spill stuff on their best togas. Nobody ever bothered to redesign them and bring them up to date. Nobody, that is, until now. Now, *we* try . . . and fail . . . with

MAD EATING

While careful grafting and cross-pollinating has eliminated most of the seeds from the popular grapefruit, no one has been able, as yet, to eliminate its squirt. Scenes like one at left can be eliminated once and for all with MAD's

SQUIRTPROOF SELF-WIPING GRAPEFRUIT SPOON

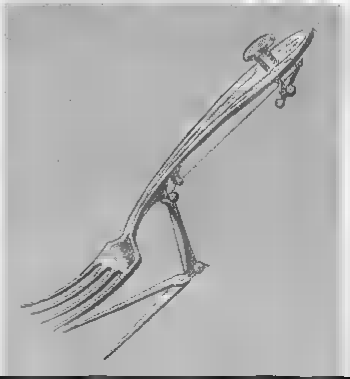


Before the beer foams up and cascades down the sides of the glass all over your hand, one thing to do is blow it off, as fellow in scene at left is doing. But if you're sick of the bartender punching you in the eye, use MAD's

FOAM-CATCHING BEER GLASS

If you've ever struggled with spaghetti, you know what torture fellow on left is going through. No matter how much you wind and wind, you still end up with strands of the stuff dangling down your chin. So stop buying new ties. Use MAD's

NO-HANG SPAGHETTI FORK



UTENSILS

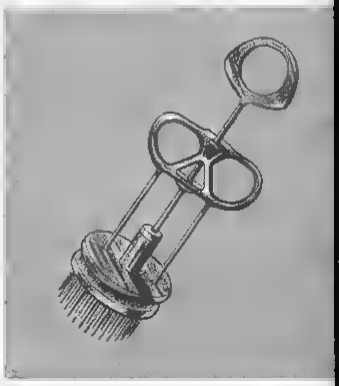
PICTURES BY JOE ORLANDO

There's nothing quite as frustrating as that last drop of delicious soup or fruit-cup juice you just can't scoop up unless you break every rule of etiquette and tilt the dish. Now you can suck it all up with the straw built into MAD's

LAST DROP SOUP AND FRUIT CUP SPOON

Here's another familiar problem: how do you keep those elusive little devils, carrots and peas, from rolling off your fork and sloshing gravy on your brand new sport shirt like guy on left is doing? The answer is simple: just use MAD's

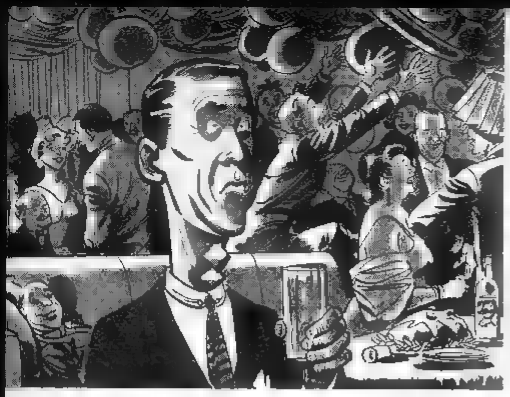
CARROTS AND PEAS SPEARER



If you are like Susan, the lazy housewife on the left, you are sick and tired of that pile of dinner dishes every night. And who can blame you? But have you ever asked yourself if dishes are really necessary when you can use MAD's

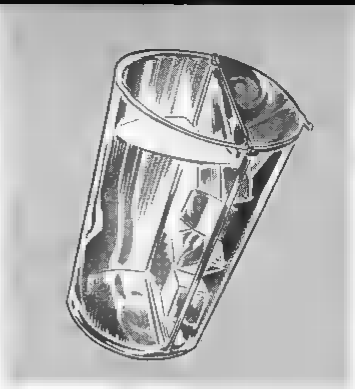
LAZY-SUSAN DISH-SAVER

CONTINUED ON NEXT PAGE



If you're a mixed-drink man, and you've had it as far as choking on all those ice cubes you accidentally swallow, or as far as watered-down highballs are concerned, then you'll hail MAD's

NO-DILUTING ANTI-CHOKE DRINK GLASS



Invariably, when you're invited out to someone's house for dinner, they serve steak. And invariably it's tough. When you try cutting it with an ordinary knife, what happens is pictured at left. Beat this problem by bringing your MAD

TOUGH MEAT BUZZ-SAW KNIFE

If you're a tea drinker, or you switched recently because you like Arthur Godfrey (there are such people!), then you know how, when you wring out the teabag so it won't drip on the tablecloth, it drips on the fingers. Well, not with MAD's

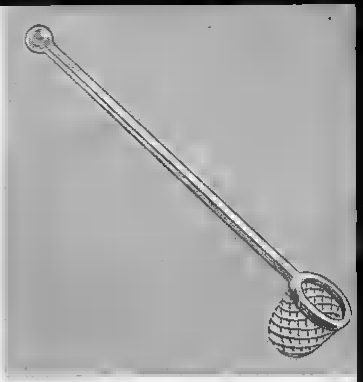
TEA BAG SQUEEZER

Take a nice fresh slice of white bread, and try buttering it with cold hard butter. You know what happens. The same thing that's happening to the guy on the left. Total destruction. But it won't happen if you use MAD's self-heated

COLD BUTTER SPREADER

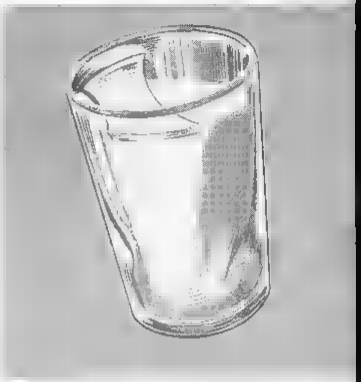
A baffling problem that plagues the Martini set is: how to fish out the olive, cherry, or onion once the drink's gone. Spearing it with finger-nail is frowned on. The only solution is MAD's

COMBINATION COCKTAIL-STIRRER CHERRY-NETTER



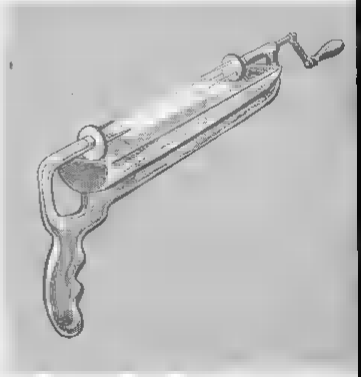
Slob on left has just finished cool glass of milk. Note tell-tale white moustache on top lip. If this happens to you, you too are a slob. Remain a slob and still enjoy cool glass of milk without that tell-tale moustache. Use a MAD

NO-MOUSTACHE MILK GLASS



Ever try to butter hot corn-on-the-cob? Ever try to hold it and eat it after you finally do get it buttered? If you have, then you'll surely appreciate the new MAD

SELF-BUTTERING NO-TOUCH CORN-ON-THE-COB HOLDER



Biggest problem facing the American people is: how does one watch TV and eat dinner at same time without having to look down to see what to scoop up next, thereby missing what happens on screen? Answer: shovel food direct from MAD's

NO-LOOK-DOWN TV TRAY

END

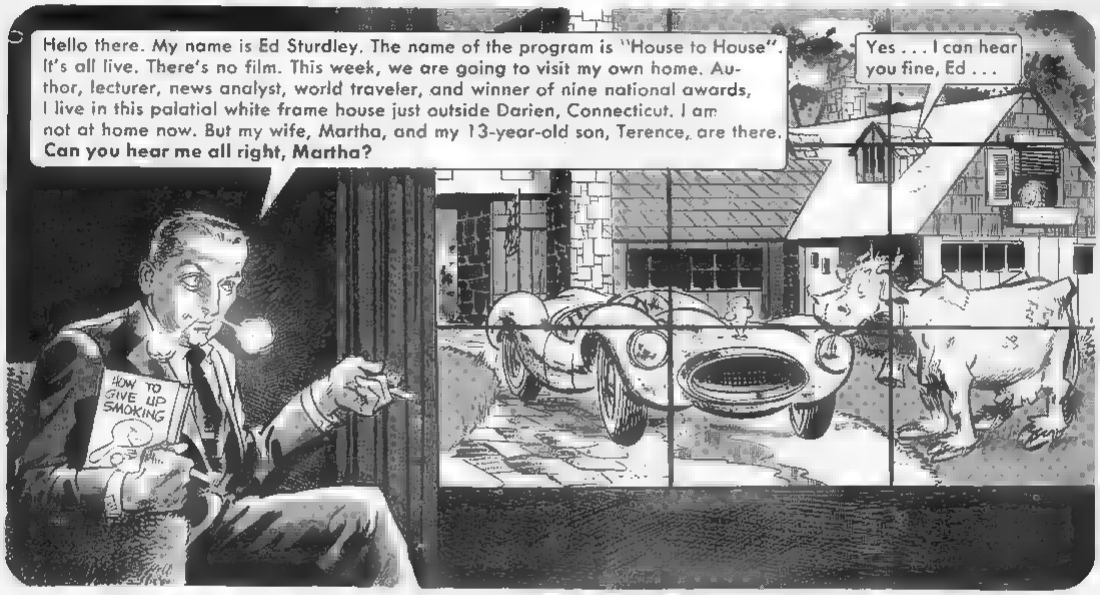
BOB

BOB & RAY DEPT.

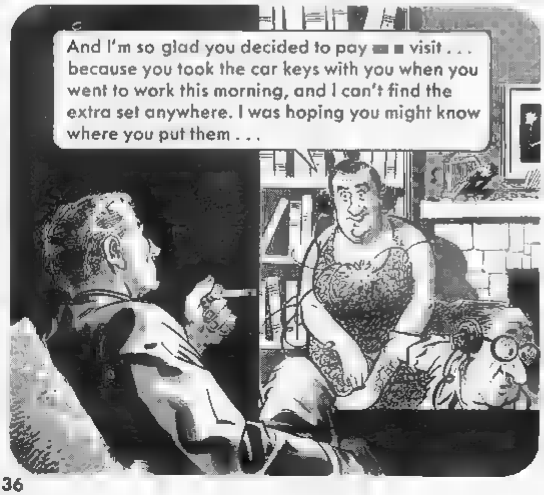
Bob Elliott and Ray Goulding (MUTUAL, 5:00 PM, EDT; NBC, MONITOR) were recently honored by the radio industry with the coveted Peabody Award for "Best Radio Entertainment—1956". Lucky for them, the presentation was made just before the issue of MAD containing their first article hit the stands. Otherwise, such notoriety might've queered the whole deal. Anyway, foolhardy fellows that they are, they're back again, this time with their version of the interview show that visits celebrities in their own homes...

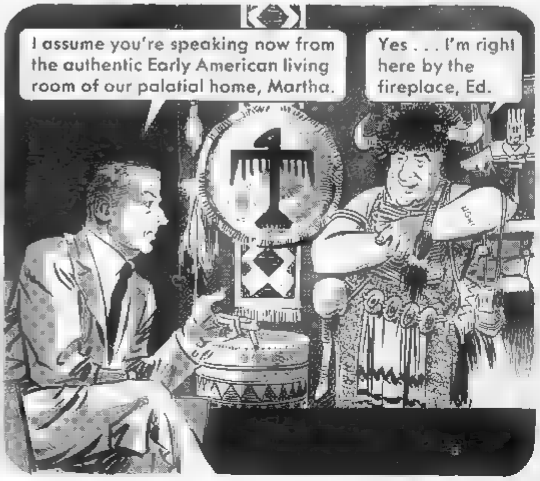
RAY

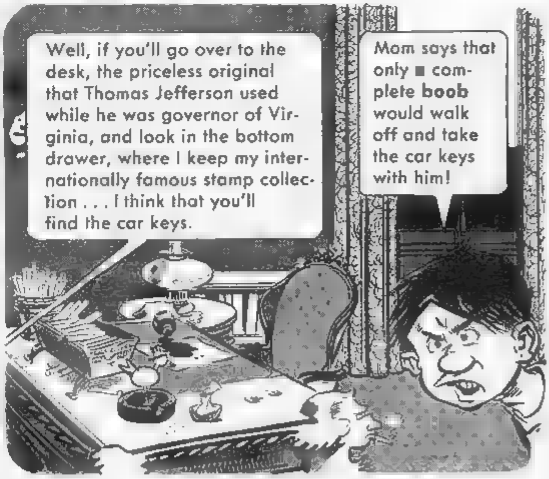
HOUSE TO HOUSE

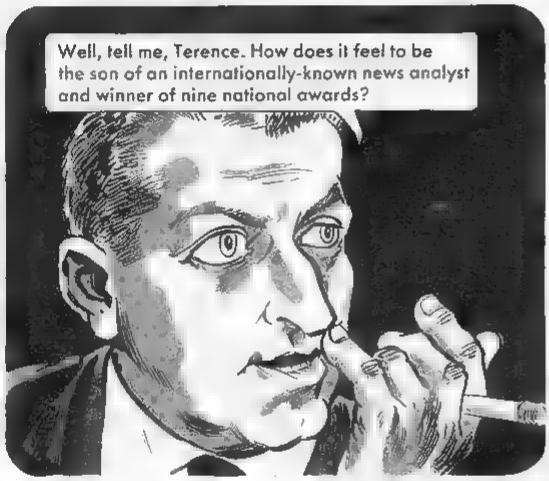


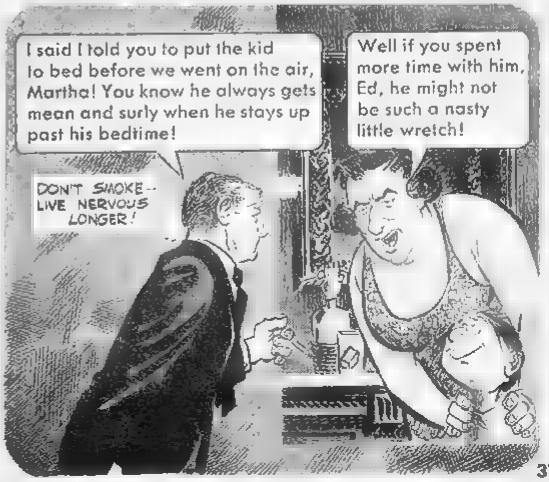
PICTURES BY MORT DRUCKER



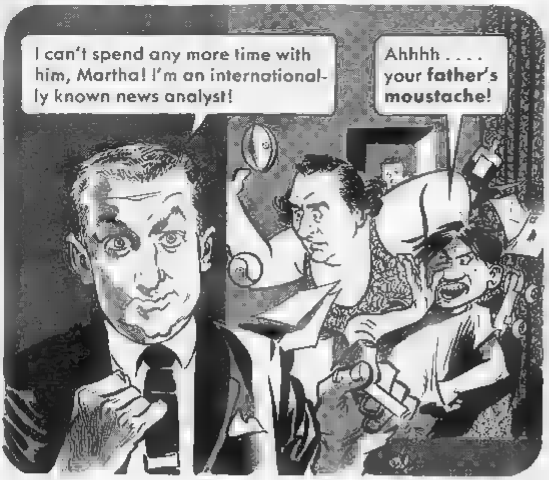


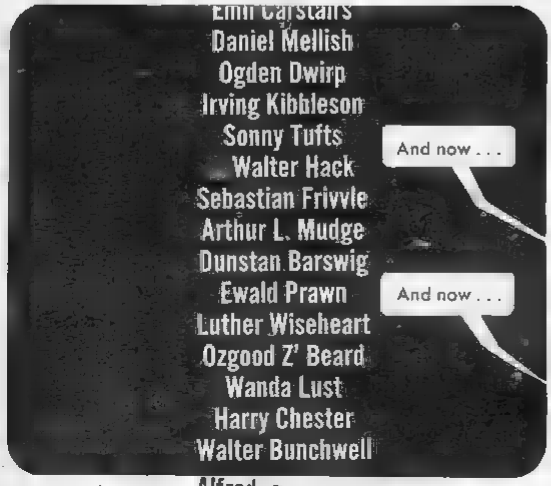






**"Oh, My Papa"—Mrs. Ernest Hemingway

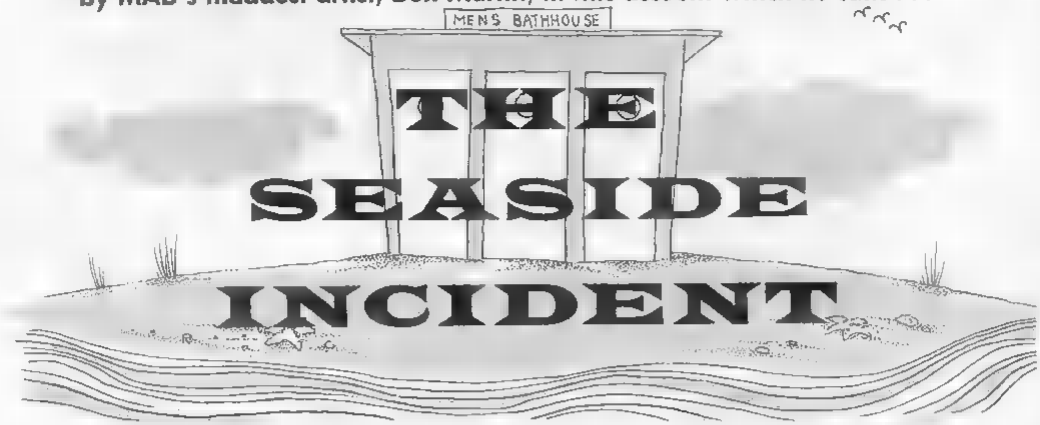




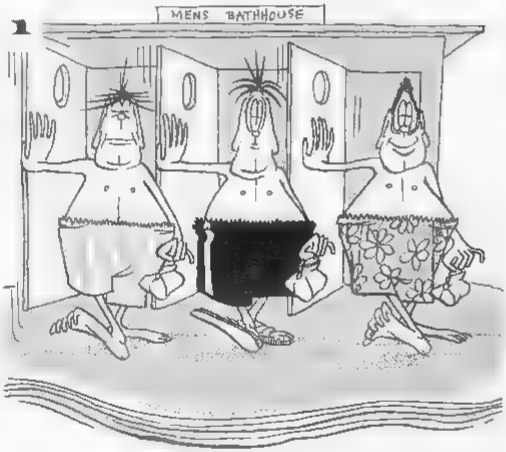
**"Show Me The Way To Go Home"—John Foster Dulles

DAVY JONES' LOCKER DEPT.

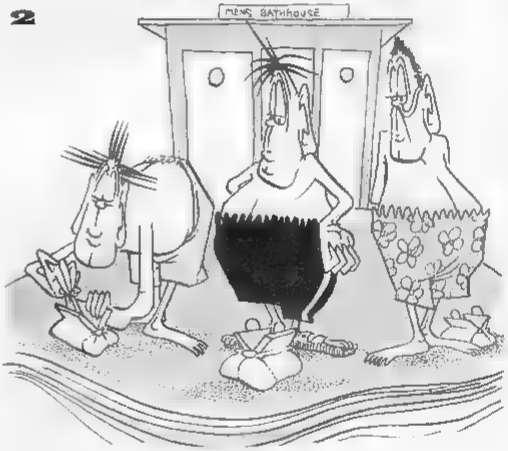
Here's a refreshing new angle on bathing and beach sports as practised by MAD's maddest artist, Don Martin, in this account which he calls . . .



1



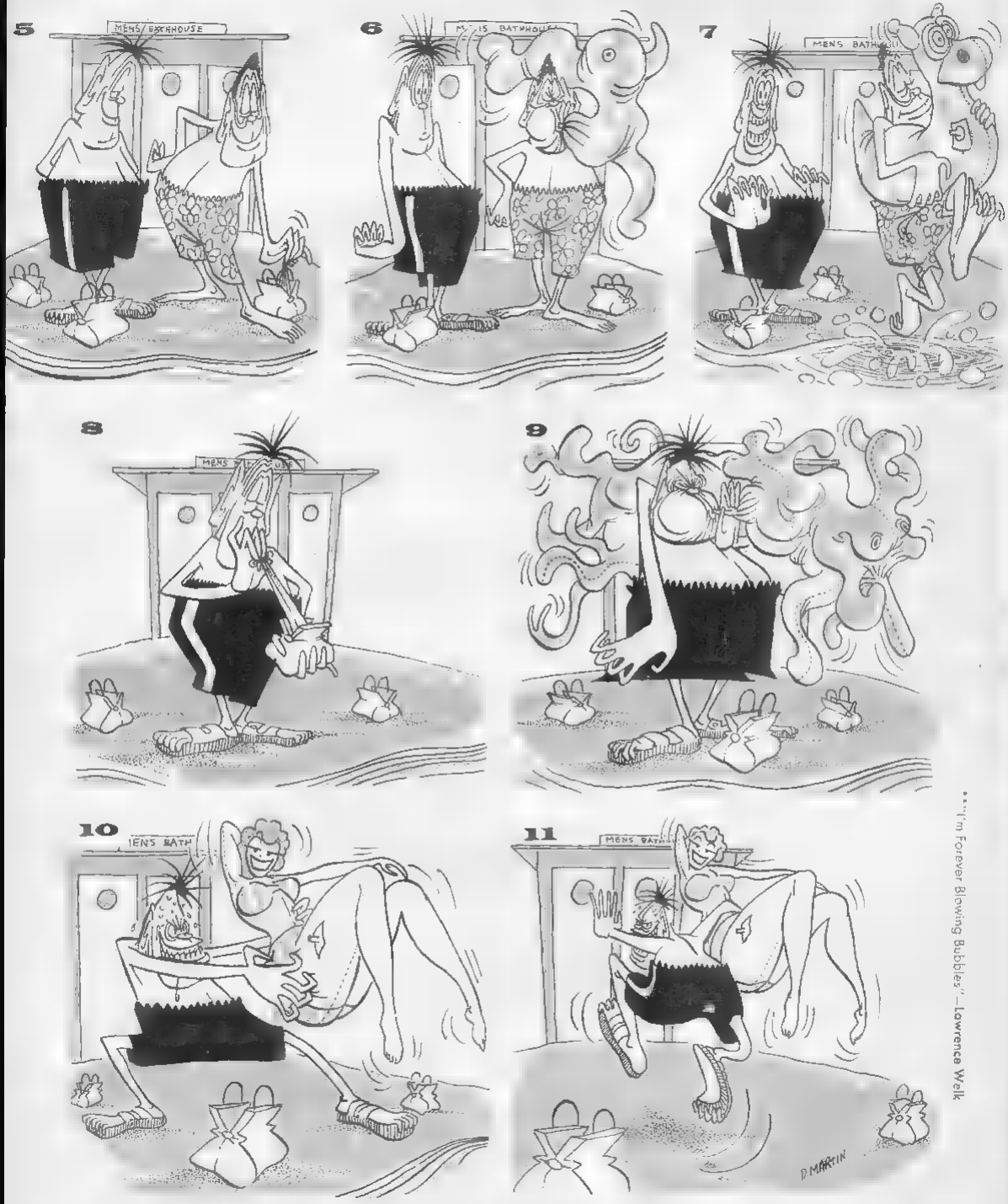
2



3

4

CONTINUED ON NEXT PAGE



"I'm Forever Blowing Bubbles"—Lawrence Welk

ART AND CONTINUITY BY DON MARTIN

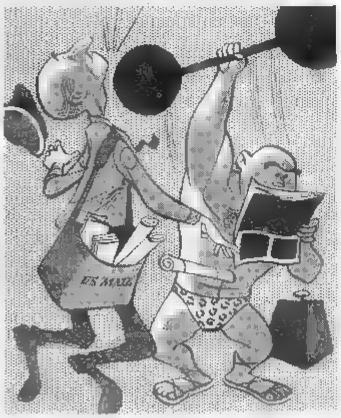
BACK OF THE RACK DEPT.

Lately, magazine publishers have been scraping the bottom of the "idea barrel," attempting to discover new gimmicks which might sell more magazines. One such gimmick seems to be the "specialized-type" magazine . . . you know, the kind that limits its appeal to a small minority section of the magazine reading public, like f'rinstance . . .

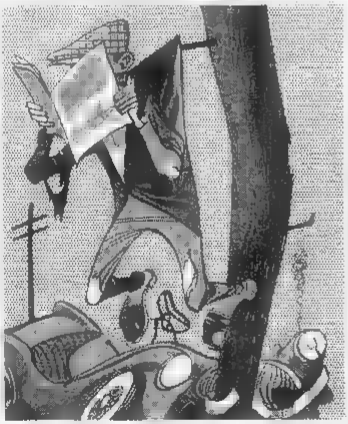
Today, they've got magazines for HI-FI bugs . . .

Today, they've got magazines for MOTORBOAT bugs . . .

Today, they've got magazines for WEIGHT-LIFTING bugs . . .



Today, they've got magazines for SPORTS-CAR bugs . . .



Today, they've got magazines for RAILROAD bugs . . .

They've even got magazines for BUG bugs . . .

. . . "There'll Be Some Changes Made" — Christine Jorgensen

If things keep up, magazine publishers will soon run out of "specialized-type" audiences, and in desperation, they'll start cluttering up our newsstands with these . . .

FUTURE *specialized* MAGAZINES

CONTINUED ON NEXT PAGE

PICTURES BY BOB CLARKE

September 1957

NAG

THE MOTHER-IN-LAW'S QUARTERLY

25c.

In This Issue

58 New and Exciting Sacrifices You Can Make For Your Children

Articles

New Ways to Torture Your Daughter-in-Law

They [illegible] My Teeth, But I Kept Right On Talking!

Son I Got — He Should Only Drop Dead

And Many More

CONTEMPORARY

MUGGING

The Magazine for Young Hoodlums

$25

SEPT. 1957

HOW TO HOLD A BLACKJACK

CORRECT KIDNEY BLOW

PROPER CARE FOR YOUR ZIP-GUN

BIG TWELVE PAGE COLOR SECTION

COMPLETE GUIDE TO SWITCH-BLADE KNIVES

EXTRA! WHAT TO DO IN THE ALLEY IF NOBODY KNOWS YOU—PG. 13

AGONY

THE HYPOCHONDRIAC'S MONTHLY

SEPTEMBER 1957

50 ¢

SURPRISE YOUR FRIENDS! 17 brand new operations you can talk about!

SPECIAL BOOK BONUS: "GALLSTONES CAN BE FUN"

I was DEAD and didn't know it! *Ima Zombie* ..... pg 3

It only hurts when I laugh! *Ichabod Crane* ..... pg 12

My head pains finally came back. *Mal Lingerer* ..... pg 98.6

EXTRA!

126 Exciting Photographs of people suffering from different types of pains.

CYNICS DIGEST

Vital articles for people who distrust their fellow man and always read the fine print.

HOW I GOT HIGH ON SAUERKRAUT JUICE!

100 PROOF SLIGHTLY HIGHER IN CANADA

Lush

FEB. 1957

The Magazine for Inebriates

Articles

ISH THISH TH' BUSSH TO TIMESH SHQUARE?
Hedda Nuff

THEY TOLD ME IT WAS ICED TEA
Lionel Souse

I MIXED WHISKEY WITH GASOLINE
Paralyzed

WHAT'S THIS ABOUT AFTER SHAVE LOTION?

Plus

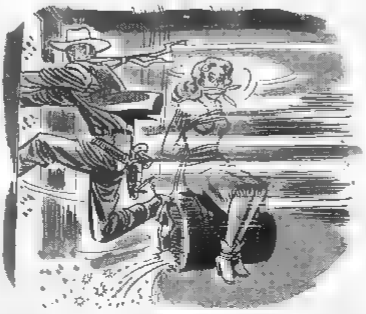
DRINK OF THE WEEK
VODKA AND COD LIVER OIL

SEE RESULTS OF DRINKING THIS ON PAGE 19

LIFT
THE MAGAZINE FOR KLEPTOMANIACS
SEPT 15 PAGES
(Easy to stash in handbag)
35¢
DO YOU WANT TO BE A SHOPLIFTER?
by Jane Dough
HOW TO STEAL FROM MACY'S
by B. Gimbel
THEY CAUGHT ME RED-HANDED AT THE PAINT COUNTER!
by Ima Deaduck
THE NIGHT I TOOK THE STREETCAR HOME
by Tessie
FICTION
"I WAS A WOOLWORTH COUNTER SPY!"
by Kress Kresge
SLOB
Creep's Journal
SEPT. 1957
15¢
14 FULL COLOR PICTURES!
ALFRED E. NEUMAN'S Belly-Button Lint!
THIS ISSUE'S DIRT
Try Going Without A Bath
by B. O. PLENTY
Looking Seedy Is An Art
by Irving BUKKIS
Your Best Friends WILL Tell You!
by Sam HALITOSIS
Grow Earwax For Fun And Profit
by Milton LIPREADER
GOO-GOO 2¢
THE MAGAZINE FOR NEW-BORN INFANTS
MARCH 1958 No. 2
IN THIS ISSUE
Globba Glub Glub Glob
BY MONTGOMERY GLIB, AGE 2 MONTHS
Kitchy-Kitchy-Coo
BY STEPHANIE ZILCH, AGE 6 MO
Da-a Da-a Ba-a
BY MELVIN COWZ
AGE 28 YEA
SEPTEMBER 10 Cents
SPECIAL FEATURE: 10 Whistles That Work!
LOVER
SEPTEMBER 1957
25¢
THE MAGAZINE FOR WOLVES
Women Find Me Irresistible
by Horace Sturdier
Sure-Fire Make-Out Lines For Parties
by Seymour Breeds
Try Putting Azolept In Her Drink
by Hugh Beaches
CONTRIBUTORS
Tommy Manville
Perdrie Rubirose
King Farouk
Errol Flynn
Alfred E. Neuman
EXCLUSIVE!
FLOOR PLAN OF THE Y W C A
The Wallflower's Digest
BE THE LIFE OF THE PARTY SPEAK ETRUSCAN FLUENTLY
25,222 page simplified method starts in this issue
1001 THINGS TO DO WHILE WAITING TO BE ASKED TO DANCE
DON'T JUST SIT THERE! SAY SOMETHING!
NEW HOBBIES FOR UGLY GIRLS
EXTRA! WIN A LIVE MAN!
ENTER OUR BIG CONTEST — FULL DETAILS PG. 19

Scenes We'd Like to See

Tied To The Powder Keg



**"Sh-boom"—The Atomic Energy Commission

ONCE UPON A TIME DEPT.

These days, fairy tales are big business. Take the story of Cinderella, the little girl with the weird taste in shoes. First, Walt Disney made millions on his animated version. Next, Leslie Caron danced her psychiatric way to a box-office bonanza. Then Rogers and Hammerstein guaranteed their old age security with a TV spectacular composed of leftover tunes from South Pacific. And recently, the Saddler's Wells Company cashed in on their ballet interpretation. So who are we to fight a trend? Here, then, in an effort to make a quick buck, is our brand new version of that over-worked fairy tale, Cinderella, written especially for MAD by a world-famous, ultra-sophisticated Broadway playwright . . .

SIN-DOLL ELLA

by

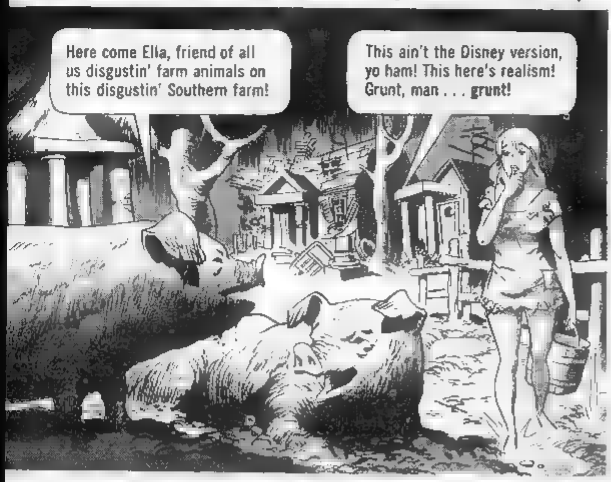
Tennessee Williamsburg

TV, MOVIE, OR STAGE RIGHTS AVAILABLE

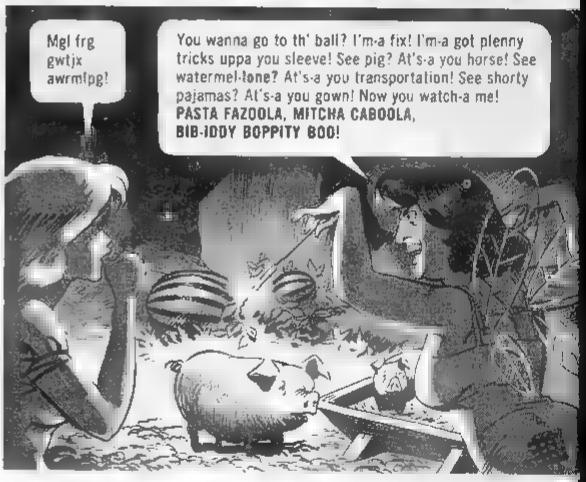
ACT I, SCENE I: Curtain rises on disgustin' decayin' bedroom of disgustin' decayin' shack in disgustin' decayin' South. Heroine, Ella, sleeps in southern comfort with ■ bottle (or is it with a bottle of Southern Comfort?). MUSIC: A few disgustin' decayin' bars of Eli Whitney's "Get Yore Cotton' Pickin' Hands Off Mah Gin" . . .

**"I Found A Million Dollar Baby" — Col. Tom Parker

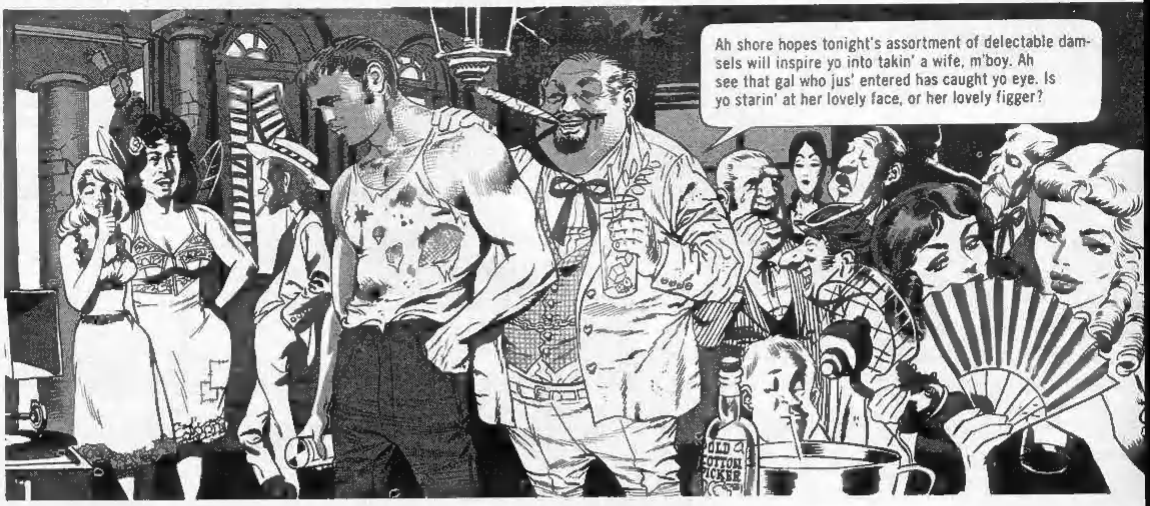
ACT I, SCENE II: Light gradually to give effect of summer evening. There's an aroma of magnolias, the hum of insects, the singin' of birds, an' the sounds of a barnyard chorus, all emergin' from orchestra pit.

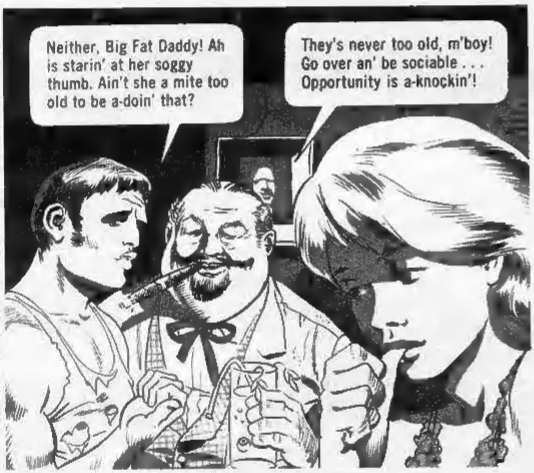


SPECIAL EFFECT: Fairy Godmother appears in a puff of smoke. If stringent state censorship prevails, clothes can easily be substituted for puff of smoke.



ACT II: The Ball. Colored lights fill room as Southern damsels blush behind fans. Nearby, Confederate soldiers converse profanely. That's why Southern damsels blush behind fans. Big Fat Daddy eyes damsels. His son, Prince Kowalski, eyes Confederate Soldiers. Ella enters ballroom, followed by Fairy Godmother . . .





"It Never Entered My Mind"—Alfred E. Neuman

Hey, Prince! Lemme see! You gotta tattoo?
Who you think I am, honey? The Marlboro Man? Get yo pasta-pickin' hands off me!

Sin-Doll Ella! It's-a way past you bed-time! Scram!
Bfk lsdnk trq hominy grits!
Stella! Wait . . .
Not Stella! Ella, you idiot!

She's gone! But she done dropped her slipper! What a break! Ah kin add it t' my collection! My Glass Menagerie!
At's-a boy, Prince! You forget about her! It's-a me you wanna marry! I'm-a make-a you delicious spaghet', lasagna, ravioli, blintzes . . .

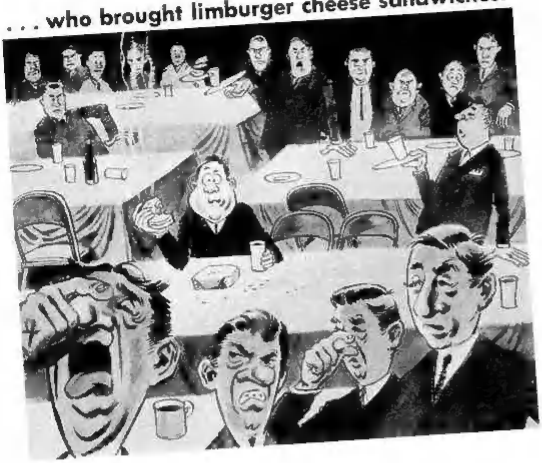
No! Accordin' t' Napoleonic Code, Ah gotta marry the girl who fits this shoe!
At's-a easy, paisan! PASTA FAZOOLA, MITCHA CABOOLA BIB-BIDDY BOPPITTY BOO . . .

How 'bout dat, eh, kiddo? Hey? At's-a coincidincy, hah? Looks just like-a shoe I'm-a wear!
An' that means . . . ?

At's- right, kiddo! You gotta marry ME! 'Cordin to the Napoleonic-a Code! Let's-a go . . . !
Somethin' tells me Ah've been TATTOOED!
END

SPOT THE CLOD

. . . who brought limburger cheese sandwiches!



. . . who watched the movie!

. . . the teacher will call on!

. . . who doesn't subscribe to MAD!

DON'T BE A CLOD...
SUBSCRIBE TO MAD TODAY!

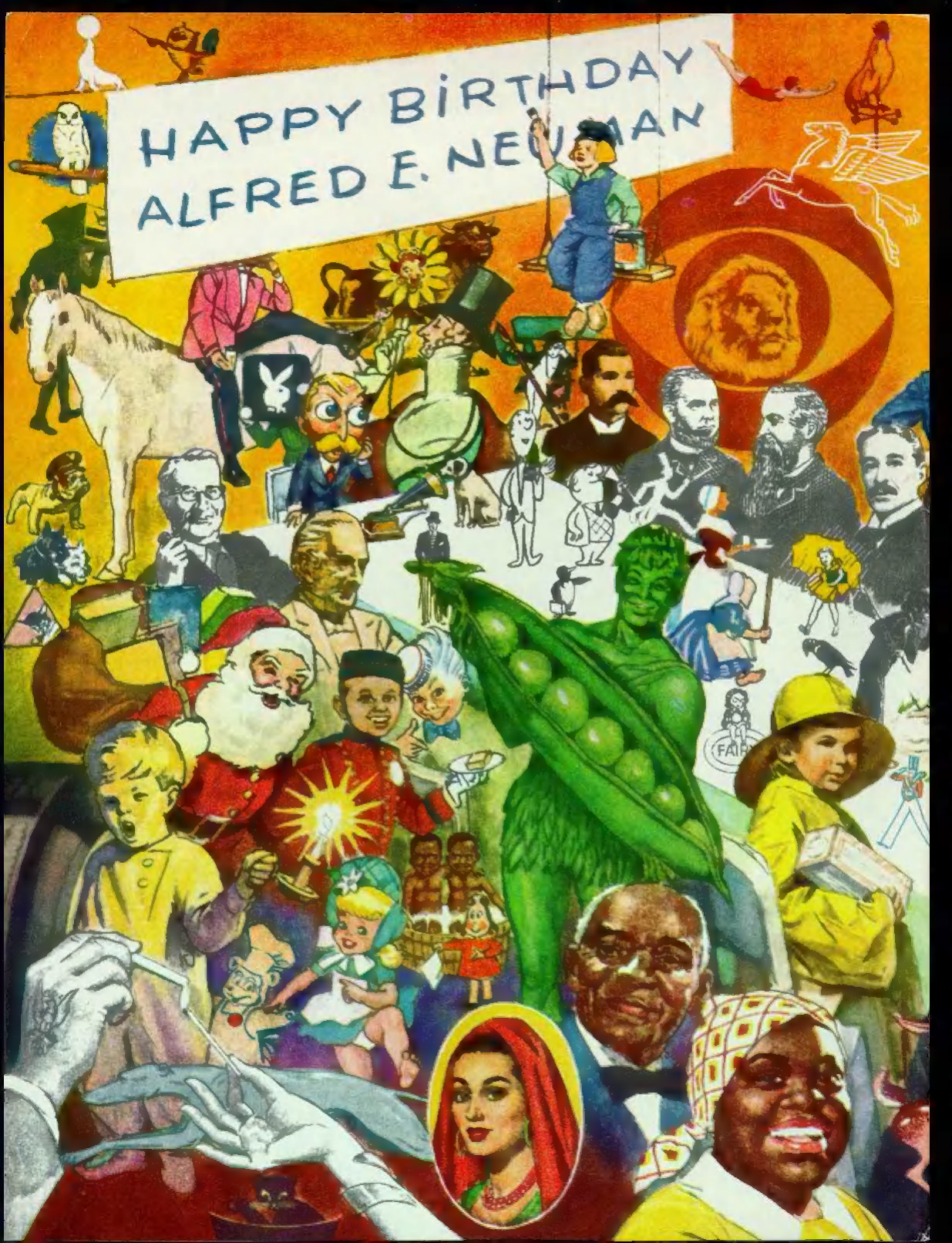
MAD SUBSCRIPTIONS
225 Lafayette Street
New York 12, New York

I've spotted the four clods above, so here's my two dollars ($2.00) for the next nine issues of MAD. Please enter me as a subscriber. Hey! I just spotted another clod! Mainly **me**! for falling for this ridiculous subscription pitch!!

NAME_____

ADDRESS_____

CITY_____ZONE____STATE_____


HAPPY BIRTHDAY
ALFRED E. NEWMAN